

# PRINTERS' INK

A JOURNAL FOR ADVERTISERS

12 West 31st Street, New York City

VOL. LXXIX

NEW YORK, MAY 16, 1912

No. 7



A man is captive to his prejudices. You have a prejudice in favor of your brother ; there are millions of men just as good as he, but in your mind he is superior.

You have a prejudice for a piece of music, for a religious doctrine, for a political belief ; there are many men who most admire another melody, or hold another religious faith, or are devotees of another political party.

People acquire a favorable prejudice for that which they read about, hear about, know about ; and if these things about which they are told measure up to their expectations they become lodged with their other prejudices and have an advantage over articles of a similar nature for which no such favorable prejudice exists.

*Have you read our new book—  
"The Ayer Idea in Advertising"?*

**Philadelphia**

**New York**

**Boston**

**Chicago**

**Cleveland**

# Is it \$5,000.00 Bonds? Is it 5c Gum?

**Subway and Elevated Car Cards and Posters SELL EVERYTHING that any other medium will sell, only more of it**

Mr. Kelsey, President of The Title Guarantee and Trust Company of New York, in a letter to us March 19th, 1912, said:

"The results of advertising our Guarantee First Mortgage Certificates in the cars have been very noticeable. These certificates provide a method by which a person who wishes to save \$10 per month can buy with these instalment payments a \$200 certificate which is really an assignment to him of a share in a group of guaranteed first mortgages. The response to this advertisement always has been very noticeable in the increased sales. We have also been able to trace many sales of our larger certificates in amounts of \$500, \$1,000 and \$5,000 to the advertisements in regard to them that we have placed in your cars."

Mr. Wrigley, of Spearmint fame, writes:

"What we think of your advertising proposition is certainly demonstrated by the size and length of our contract made with you last month for space aggregating over \$350,000.00. We have proven that it is possible for us to place our goods with every retail dealer in Greater New York, using nothing but Elevated and Subway lines of car advertising.

"We also consider that we get in a great deal of national advertising when we use your medium. We certainly are very well pleased with the treatment we are receiving from you and as far as we can see now, you will have a contract on your files with us for space in the cars and stations as long as you are in the business."

**We have letters from scores of prominent advertisers all expressing the highest satisfaction with this medium which they have used constantly for years. Let us show them to you.**

We have exclusive control of the Card and Poster Space of the Subway and Elevated Lines of New York and are Sole Agents for all Car Advertising in Brooklyn. These systems carry over TWO-THIRDS of Greater New York's total traffic.

## WARD & GOW

50 Union Square

New York

# PRINTERS' INK

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

VOL. LXXIX

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## THE ADVERTISER'S VIEW OF THE AGENCY

WHAT THE DISPENSERS OF ADVERTISING DO AND DO NOT LIKE IN PRESENT AGENCY CONDITIONS—THE AGENCY AS A SERVER OF TWO MASTERS—COMPENSATION OF AGENT SHOULD BE ON DIFFERENT BASIS—FRIENDLY INFLUENCES AT WORK FOR IMPROVEMENT

By O. C. Harn,

Advertising Manager of the National Lead Company, New York, and President of Association of National Advertising Managers.

So many false statements are in circulation relative to the attitude and purpose of the Association of National Advertising Managers in connection with the advertising agency system, that I believe a few words of fact might be refreshing and illuminating.

It has been variously stated that the Association of National Advertising Managers is going to abolish all agency commissions! That it has an axe out for all agencies. That it doesn't believe agencies earn their salt. That in a short time it will have all periodical rates on a free-for-all flat basis, equal to present rates less the agency commission, etc., etc.

The impossibility of the Association of National Advertising Managers accomplishing some of these things ought to have prevented such purposes being imputed to the association even if it were given credit for desiring to see them done.

The general conception of the Association of National Advertising Managers given by all this talk is that of a Texas steer in Tiffany's.

What is the real attitude of this big organization of 165 and more advertising managers—men spending twenty-five millions a year in

advertising—on the live question of agency functions and performances?

What has the organization done?

What is it trying to do?

The feeling that something is wrong in the advertising agency system has existed for several years. Rumblings of revolution have been heard because the quiet processes of evolution have not kept pace with the education of the advertising man.

When enough advertising men get to grumbling as individuals something is apt to break out *en masse* when they get together.

The Association of National Advertising Managers is the first medium advertising men have had for the expression of mass opinion. One of its early utterances has been a protest against certain evils attendant upon the advertising agency system.

The big composite advertising manager for the first time has come to a definite conclusion that there are some things he doesn't like in the present agency conditions. He hasn't yet said what he is going to do about it. He has analyzed and stated the problem but he hasn't said he has the answer.

He hasn't said he can find the answer alone. On the contrary he believes that publishers, and even agents, may have something to say and to do in the premises.

The agent, who was at the beginning clearly a promoter for the publisher, has come to be a complex factor. He takes a commission from the publisher on business handed out as the advertiser's space buyer. The publisher still looks upon the agent as his man, and rightly, for the agent who can hope for no compensation for his work except a commission upon an order will produce that order.

Yet the agent of to-day claims to be the counselor—the employee, if you please—of the advertiser. Some agents do furnish a big service to the advertiser. Thus we see the agent trying to serve two masters.

Notwithstanding the fact that in some cases the agent seems to be accomplishing this supposedly impossible feat pretty well, the fact is always present, uncomfortable as a death's head at a banquet, that whatever advice the agent may give his advertiser-client, at bottom it must always be: "Spend your money with my other client."

#### WANTED—A LOGICAL PLACE

Next comes the disagreeable knowledge that the only way the agent can increase his income is, not by *doing* more for the advertiser, but by *spending* more of his money.

To face these facts and acknowledge them is not to impugn the honesty of any agent; but one cannot see them without questioning the wisdom of the system under which the best of agents have to work. The association believes that true service agents would welcome the discovery of a practicable system wherein they could assume a logical relationship with the advertiser. We admit a change might be hard on the kind whose whole idea of professional service to the advertiser is financial phlebotomy—to relieve that money-congestion from which they assume their patient is suffering.

Not only does the present system necessarily cast suspicion on the advice of the best of agents, but it very crudely fits the compensation to the service rendered. The agent is undoubtedly very often underpaid. He renders a service which not only is worth more to the client than the latter pays, but which actually costs more than the agent's commission on the account amounts to. On the other hand, it is equally true that an advertiser often gets very little benefit from an agent though the commissions on his account may pay the agent handsomely.

The agent, perhaps, is content because in the long run the two kinds of accounts balance up, but one can hardly blame the second advertiser if he is not enthusiastic over the system which forces him to make up the deficiency!

The association asks: Is there not some way to make the system less crude in regard to method of compensating the agent?

As intimated before, all these things are being considered with an open mind. No move to change existing conditions will be recommended until something better can be slipped into its place.

#### BETTER CONDITIONS WANTED

The A. N. A. M. does not want chaos. It wants better conditions.

We need agencies. That is, we need some kind of a man or organization from which we can buy advertising service other than mere white space in periodicals properly circulated. We need help in filling that space, in planning our campaigns, in collating experiences of others as a chart to steer by; some of us may value an organization to do the purely mechanical and clerical work connected with the placing of a large amount of advertising. In many ways an organization of this kind may make itself very useful to advertisers.

Manifestly we, as business men, are not going to lend our influence to the extermination of a factor in advertising society.

It is quite another matter to question the wisdom of the system by which our agents are hired, do their work and receive their compensation.

We might recognize that a stutterer would be much more useful to us if he could talk in a straight line, yet we might not want to Oslerize him. An operation might answer every purpose.

Likewise we might like to see good agents relieved of an impediment in their advice without giving them the cup of hemlock.

The A. N. A. M. has adopted its committee's "size-up" of the situation as correct and has told it to go ahead and see what can be done.



# What Confidence will do!

NORTH AMERICAN CONSTRUCTION  
COMPANY

Bay City, Michigan, March 28, 1912.

MR. ROBERT FROTHINGHAM, Adv. Mgr.,  
EVERYBODY'S MAGAZINE, New York.

DEAR SIR:—The writer has always been interested in the little monthly talks on advertising which dress up your advertising index.

But there is one phase, which I think you have not touched upon, that has come to my particular notice on several occasions: that is, *the confidence of Everybody's readers in the advertisers using Everybody's.*

I have before me a letter that forcibly illustrates the tangible dollars-and-cents value of this influence. It says: "I have seen your advertisement in several different publications for some time, but just note your page advertisement in the April number of EVERYBODY'S. That settles it with me. I have great confidence in advertisements appearing in EVERYBODY'S. I want to buy a house. Please send me a catalog."

The relative merits of large and small copy have been definitely settled to our own satisfaction through the past year's experience in EVERYBODY'S. In 1911 we used forty-two-line copy in the spring months, which are naturally our best advertising months. Our inquiries from this copy cost us approximately 75 cents each—which would seem to be very satisfactory on a product with an average sale of \$500. But our full-page advertisement in the September issue of EVERYBODY'S has produced inquiries at 24 cents each, and they are still coming in from that page at the rate of four to six a day.

Yours very truly,

O. E. Sovereign,

North American Construction Co.

So long as we provide the *cause* for such letters we may leave it to our advertisers to talk about the effects.

## Everybody's Magazine

Robert Frothingham

Advertising Manager  
New York

W. R. Emery  
Western Mgr.  
1115 Marquette Bldg., Chicago.

I know that the committee has done some constructive work since the Cleveland meeting. I would not be at all surprised if at an early date publishers and agencies reshaped conditions as the result of the friendly offices of the A. N. A. M. through this committee. Those who want to see something accomplished should not lay difficulties in the way by making ridiculous statements of what is being attempted.

#### TAFT RECOMMENDS PATENT COMMISSION

President Taft took a hand in the movement for the revision of the patent laws which is now occupying the attention of manufacturers, when he sent a special message to Congress asking for legislation to authorize him to appoint a commission to investigate the patent laws and report what changes were necessary to make them fit modern conditions.

The President gave several reasons to show the need of a change. He referred to the recent "patent monopoly" decision of the Supreme Court, through which users of a certain machine were compelled to buy from the company which sold the machine a certain kind of ink to use with it, and enumerated five other reasons which he said demanded the revision of the patent law. One was that large corporations bought patents for improvements and suppressed their manufacture. "The public," said the message, "never receives the benefit of such inventions during the life of the patent."

"It is worthy of careful consideration," said the President's message, "whether or not legislation should be enacted to prevent our patent laws from being made the basis of unjust monopoly extending beyond the legitimate protection to inventors required to promote science and the useful arts, or the means of stifling improvement and the progress of the arts."

The President urged that procedure under the patent laws be simplified and that the burden of proving the invalidity of a patent be placed upon him who would infringe upon it. In conclusion, the President wrote:

"Great care should be taken in any revision not unduly to interfere with vested interests which have been properly created under the existing laws, or to impair the efficiency of a system from which so much benefit has been derived by the country."

John L. Gartside, formerly an advertising representative for *Harper's Magazine*, *Harper's Weekly* and *Harper's Bazar* in Chicago has joined the advertising staff of *Woman's World*.

Thomas E. Basham has incorporated a general service and agency business with a capital stock of \$25,000. The place of business is Louisville, Ky.

#### THE PUBLISHER'S VIEW OF THE AGENT

ONE WHO VALUES AGENCY SERVICE BECAUSE OF ITS PROFESSIONAL CHARACTER—WHY THE PUBLISHER SHOULD NOT GIVE DISCOUNTS TO THE ADVERTISER, AND WHY HE SHOULD GIVE THEM TO THE AGENT

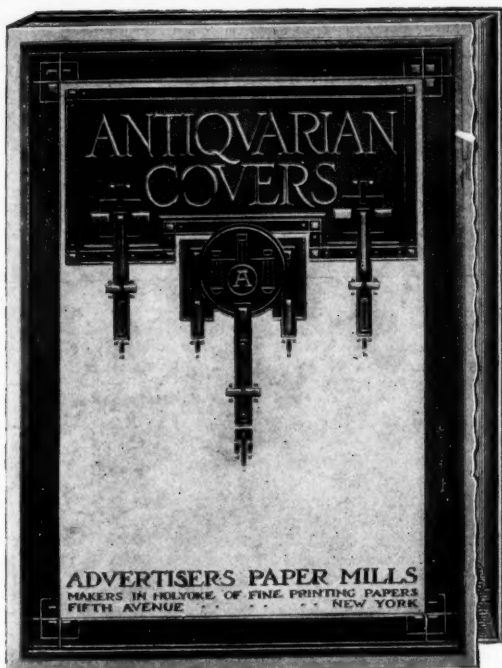
By Paul Meyer,

Publisher of the *Theatre Magazine*, and *L'Art de la Mode*, New York.

There has been a good deal of discussion of late regarding the advisability of publishers charging direct to the advertiser at the agent's rate. We have heard the advertiser's point of view; also that of the agent, but so far not a single publisher has taken up this important question. Is it from an oversight, or is it that the publisher does not believe such a thing is feasible and, therefore, is unwilling to commit himself?

Ever since I entered the fields of both publishing and advertising, I have always placed the advertising agent on the same plane as a doctor, or a lawyer, with the exception that neither the doctor nor the lawyer is taking much of a risk while the agent is in most of the cases assuming all the liabilities incurred by his customer. An agent is a professional man and acts in such capacity and supplies not only "copy," cuts and selects the medium, but to a large extent is part and parcel of the advertiser he represents.

I pride myself on my acquaintance with the leading advertising agents. I find that when they are after a prospect they talk advertising in the broad sense; they do not talk newspapers, magazines, billboards, signs, cars, etc., until they are well acquainted with the situation of their advertiser, and they are as much merchandise men, as an advertising concern. When the agent plans the campaign, he has first in mind the interest of his customer. I admit, however, that we are all likely to make mistakes, but we must not lose sight of the fact



## THE BOOK OF ANTIQUARIAN COVERS

This book is a collection of masterful examples in the use of Antiquarian Covers which contribute in no small way to the beauty and elegance of the designs and color schemes which demonstrate the adaptability of the paper.

In the course of thirty-six wonderfully fine suggestions you are bound to discover an idea which you can use on your own work. Each design, whether printed in only one or in three colors and embossed, represents a basic principle both in color and form, that may be utilized in many ways. A few words to your stenographer will bring this volume to you, express prepaid.

### ADVERTISERS PAPER MILLS

Makers in Holyoke of Fine Printing Papers  
Fifth Avenue Building New York

that the agent is entirely responsible for this new customer, and the agent becomes a merchandise man for the publishers; he is selling the goods which we publishers are manufacturing.

Suppose, for a moment, that the agent advises a customer to advertise in a line of two hundred newspapers using, say, two inches in each paper. The agent can afford to spend his valuable time with the advertiser because in the aggregate he spends a large amount of money. But can any one imagine two hundred representatives of as many newspapers going to a distant part of the country where both railroad accommodations and hotel accommodations are below par, to get an order amounting to a few hundred dollars? It would not pay them. Very likely no publisher would have heard of that new advertiser who might still be buried in his factory if it were not for the fact that the advertising agent has been after him. I say that the agent should be protected by all means. He is far from being an evil.

When the publisher or advertising manager of a magazine or any sort of a periodical, or any sort of advertising channel, goes after an advertiser, he is bound to talk for himself and no one else, although he might advocate the use of other periodicals which will not interfere with his own pocket; but it is up to the agent to create the desire to advertise and then bring the results which will make of this new advertiser a believer in the fact that advertising pays.

There should not be any mystery about quoting to the advertiser the net price which his agent pays. These matters are public property, but in no case should the advertiser receive the commission which should be allowed only to the agent. Of course some large firms will say that having their own advertising department, their own advertising manager, "copy" writer and artist, they are as well equipped to handle their business as any agent. But the advertiser ought

not to lose sight of the fact that while he has one or two artists, one or two "copy" writers, the agent has a half dozen or more, and if "A" does not turn out the right kind of "copy" he will in turn give it to "B," "C" might criticise it, "D" might improve it, and the same applies to the artist. If the advertiser has to rely entirely upon one man in each department for his "copy," he will soon find out that his man will be unable in a very short time to find new ideas, new suggestions, while if the advertising manager works with the agent, and his staff, the results will always be infinitely better.

To emphasize our position: It is a well known fact that the advertiser who uses programmes, for instance, has often been allowed the agent's discount, always to the detriment of the advertising agent. Since we publish the Metropolitan Opera House Programme I can state without fear of contradiction that not a single advertiser has received any discount from us, and, notwithstanding the fact that we obtained the contracts direct, we have insisted that they be placed through the agent, although by billing the advertiser direct we should have been better off. But we felt that as long as the agent prepared the "copy," looked after the proofs, corrected or O.K.'d them, he was entitled to the ten per cent commission as compensation for his work.

There is one more point, and I am through. Is it not more to the advantage of the publisher to do business, we will say, with twenty-five advertising agents, or more, who may be handling numerous accounts, than to have to open accounts with those numerous advertisers? The expense of bookkeeping, collections, etc., would be quite an item, and furthermore, we all know that 99 per cent out of a possible hundred advertising agents discount their bills, while some advertisers naturally might not take advantage of the discount and take thirty days and maybe longer to settle their advertising bills.

## **Let Your Advertising**

reach more than 400,000 women buyers in the smaller towns and country while they are directly in the notion of buying.

## **NEEDLECRAFT**

The woman's needlework magazine exerts an unparalleled buying influence because the contents directs the mind along serious channels.

"Needlecraft" creates the buying spirit—every descriptive article demanding some sort of merchandise before the sewing problem can be executed.

Getting in touch with women's minds already made up to buy triples the efficiency of your advertising.

Try it. Other advertisers are proving this efficiency to their advantage.

Circulation now 500,000 or 100,000 in excess of the guarantee—and still growing.

### **The Vickery & Hill Publishing Co.**

**30 N. Dearborn Street  
CHICAGO**

**Flat Iron Building  
NEW YORK**

## EFFECTS OF NEW COINS ON MERCHANDISING

HOW THE PROPOSED THREE-CENT  
PIECE AND ONE-HALF CENT PIECE  
MAY AFFECT SYSTEM OF PRICING  
—ANNOUNCEMENT THAT NEW  
COINS WILL FIT PRESENT SLOT  
MACHINES—COINAGE INFLUENCED  
BY POPULAR DESIRE FOR SMALL  
ECONOMIES

*By Waldon Fawcett.*

Two new denominations in U. S. coins are provided for in a bill which has passed the House of Representatives and seems likely also to pass the Senate and become a law. The contemplated additions to our system of coinage are a one-half cent and a three-cent piece and both would, of course, when in general circulation, exert some influence on advertising and merchandising conditions. The new measure, which, at this writing, is half a law, also provides for a new type of penny,—principally of nickel composition instead of copper.

Interviewed for PRINTERS' INK on the subject of these projected innovations, George E. Roberts, the director of the mint, said: "The Government has, for years past, been in receipt of requests for the introduction of coins of new denominations. There has been quite a demand for a half-cent piece and for a two and one-half cent piece, and latterly a demand for a three-cent piece. The demand for these denominations has come from such widely divergent interests, and from so many quarters that it is almost impossible to analyze it. I do not believe, however, that the principal agitation on the subject has originated, as some people suppose, with the department stores and merchants who advertise prices involving the half cent.

"Rather does it seem to me the result of a desire on the part of the public to get back, in a sense, to the standards of years gone by when, for instance, the 'bit' or 12½ cents was an important unit in barter and sale. Possibly it

indicates in some degree, also, a growing disposition on the part of the public to look closely to small economies, although I must confess that, personally, I am a trifle skeptical as to its efficacy on this score, for it is my experience that the average article which is advertised as 'two for a quarter' is 15 cents when purchased singly.

"As I have said we have been urged for some years past to create additional denominations in the small coinage, but the Government has always, until recently, been very much averse to doing this. The reason was that we felt that it would be impossible to provide new denominations and render them so distinctive in appearance that there would not be confusion with the coins already in circulation. Latterly, however, we have taken up this subject again and gone into it more exhaustively with the result that we now feel prepared to promise that we can provide the desired additions to our coinage without any danger that the coins of different denominations will be mistaken for one another.

"Whereas, the Treasury Department is now agreeable to the new project I may say that the bill which has just passed the House is not an administrative measure in so far as the new denominations are concerned. It was introduced by Representative Bulkley, who represents in Congress the Cleveland district, where there is a strong demand for a three-cent piece, owing to the fact that three cents fare is charged on street cars. While we did not originate the project for this new coinage we have said to the interests advocating the plan that we have no objection to it and can, we believe, provide satisfactory designs if Congress decides that it wants to adopt the plan.

"While the portion of the bill which provides for new denominations is not an administrative measure there is one portion which might be thus designated, and that is the provision for a new type of cent composed of an alloy of copper and nickel instead

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# Chronicles of New England

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Boston, May 16, 1912

By W. E. BOWEN

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## A More-Business Proposition

SUPPOSE a big firm of distributors came to you and said, "We want to take on your goods, and handle them in our territory.

"We have forty salesmen; an established line of trade; ample distributive facilities; and the richest territory in the country."

You would consider that proposition mighty seriously, wouldn't you?

We make you the same proposition, with IMPROVEMENTS. OUR sales influences extend not only to the trade, but to the

consumer; coupled with IMMEDIATE DISTRIBUTION we provide IMMEDIATE DEMAND; it is one thing to get goods ON the store-keeper's shelves — another and a better thing to move them promptly OFF again, into the hands of the consumer, to make room for more. And OUR PROPOSITION puts trade control in YOUR HANDS, where it belongs, crystallizes good will into dollars, and makes you independent of the jobber, while you may at the same time command his co-operation and favor.

If you want us to be more specific, let us narrow the matter down to a consideration of your own goods—you have problems to solve and we can help you.



**H. B. Humphrey Company**

ADVERTISING SERVICE AGENCY

44 Federal Street - - - Boston

of copper as at present. There is a general disposition among all the progressive countries of the world to discard copper in coinage in favor of nickel which is a cleaner and more satisfactory metal. Our own experience is that the present copper pennies when in circulation, particularly if exposed to salt air, gather so much verdigris that employees who handle the coins here at the Treasury are poisoned, to say nothing of the detrimental effect on the public at large. Of course, the new type of penny will cost more to produce, but the Government makes a big profit on its small coins,—something like \$3,000,000 last year,—and it is our theory that the added expense of the new style coin will be amply justified by the resultant gain on behalf of the public health."

Some apprehension has been voiced lest the new cent be confused with the nickel by reason of the same metal being used in both denominations, but the Treasury officials declare there is no ground for this fear. Much anxiety has also been manifested by the manufacturers of slot machines, and the merchants in whose stores such machines are now installed lest the new coinage upset calculations in this field. However, the Treasury officials have made experimental coins and carried on exhaustive tests with practically every slot machine now on the market. As a result of these trials it is declared that there is no danger that the new penny will "work" any nickel slot machine or that the new one-half cent or three-cent piece will operate mechanism designed to respond only to a dime.

Asked regarding the designs which he has worked out for the new denominations Director Roberts said: "We will endeavor to make both the new coins distinctive in appearance as well as in size by either scalloping the edges as is done in the case of some denominations of coins in India or by cutting a hole in the center of the coin as is done in Belgium and some other countries. There

has been some objection to the latter plan, but only on the theory that we should not copy the Chinese idea of coins with holes. The criticism does not seem to be very well founded, and I think that we shall adopt this design of a pierced coin for the three-cent piece. To my mind the most serious objection to such a coin is that it complicates the work of providing a design. It is, of course, impracticable under such circumstances to introduce anything in the way of the head of the Goddess of Liberty such as appears on other denominations, but I believe that we can solve the problem by utilizing scroll work. The half-cent we expect to have conform rather closely to the half-penny in use in the Philippines,—a coin six-tenths of an inch in diameter."

Asked regarding the introduction of the new denominations the head of the Bureau of the Mint said: "Even if the bill becomes a law promptly I do not believe that it will be practicable to begin the coinage of the new denominations before the beginning of the year 1913.

The new coins will presumably bring some commodities on the market at new prices. For instance, there is much speculation in advertising circles as to whether the new half-cent will induce any publishers to put out daily papers to sell at that price or whether the circulation of a three-cent piece will have any influence toward reviving the three-cent Sunday paper. In any event we may expect that the three-cent "trial package" will replace the five-cent trial size in certain lines, and that three-cent purchases may become a unit to some extent in package goods such as certain kinds of cakes or crackers and in package candy and other like commodities that appeal to juvenile purchasers. The introduction of the new coins would also make it necessary, perhaps, for changes to be made in the coin cards which are used by some advertisers to facilitate the remittance of small sums by mail.



# To Whom?

To whom do you advertise—to folks or to families? If to the family, you may supply the combined needs as well as individual wants.

It costs no more to reach a family than to reach a lodger—if you get the right circulation.

This sort doubles the power of your appeal.

Ninety-seven per cent. of *The Youth's Companion's* circulation goes into homes.

You are sure to reach families that *buy*.



THE YOUTH'S COMPANION

*The Family Weekly*

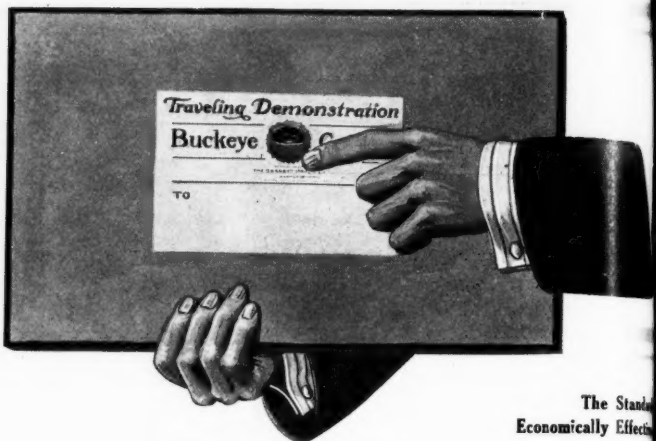
EVERY COPY MEANS A FAMILY

PERRY MASON COMPANY, *Publishers*

BOSTON, MASSACHUSETTS

New York Office: 910 Flatiron Building

Chicago Office: 122 So. Michigan Boulevard



The Standard  
Economically Effective Business

**YOUR NAME** ought to be on one of these boxes and would have been, long ago, if you knew just how valuable the contents are to buyers of printed matter.

Why not remedy the omission by writing us now?

All that is necessary is a line on your business letterhead. The box will go forward by prepaid express the day your request is received. There is no charge or obligation of any kind.

If it pays us to send you this unique and costly paper exhibit at our own expense, it should pay you to write for it.

Please mention Printers' Ink or address Department G.

**The Becket**

Makers of Good Paper

Dealers in all principal cities, C.

# Buckeye Covers

Standard for  
Effectiveness Literature

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nts  
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our  
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**Y**OUR PRINTER probably recognizes BUCKEYE COVERS as the best cover papers on the market at the price, and they are—but they are more than that. They are best regardless of price for the great majority of cover jobs. Hundreds of progressive advertisers who formerly thought this impossible, are now specifying “Buckeye” for their finest Catalogues and Booklets, not because of the saving, but because actual tests convinced them that they could get better effects on BUCKEYE COVERS than on costlier stocks.

**YOU CAN SEE** the results of some of these tests by sending for the Buckeye “Traveling Demonstration,” or you can make a conclusive test of your own by having your printer prove up the cover design of your next Catalogue or Booklet on BUCKEYE COVER, then on any costlier cover stock you care to select—and comparing the two. This is the test that has made BUCKEYE COVERS “The Standard Papers for Economically Effective Business Literature.”

**the Paper Company**

per Milton, Ohio, Since 1848

citie, Canada and England

*In The Outlook—May 18*

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**How President Taft  
Has Followed the  
Roosevelt Policies—or  
Improved Upon Them**

By

**Franklin MacVeagh**

Secretary of the Treasury  
under President Taft

**How President Taft  
Pledged Himself to  
Follow the Roosevelt  
Policies—and Failed**

By

**James R. Garfield**

Secretary of the Interior  
under President Roosevelt

## WINNING BACK THE LOST MARKET

HOW THE CONCERN WHICH DID NOT FOLLOW CHANGING CONDITIONS IS NOW TRYING TO OVERTAKE THEM—AN ANALYSIS OF THE FIELD WHICH SUGGESTED A NEW PRODUCT AND OPENED UNSUSPECTED SALES POSSIBILITIES—GETTING THE CONSUMER TO ASK FOR "HIRES" INSTEAD OF "ROOT BEER"

By Roy W. Johnson.

Twenty-five years ago the family gathered around and imbibed home-brewed root beer which was made with "household extract" and yeast purchased at the grocery store. Five gallons of the product were prepared at a time, and stored in bottles down cellar, to be used as wanted. To-day the family foregathers at the nearest drugstore and chooses, from a large assortment, the drinks which

are prepared on the spot in exactly the quantity desired for immediate consumption. They pay more per drink, it is true, but there are no bottles to open or to rinse afterwards, no thoughts of the glassware which must be "washed up" and no danger of a discovery that the supply is exhausted. Looking back over the space of twenty-five years, it is easy to see how the market has changed from the patent beer

bottle to the soda-fountain, from the grocery to the drugstore, but it didn't all happen in a day or a year and it wasn't so easy to recognize while it was going on.

The Charles E. Hires Company,

of Philadelphia, makers of the original root beer extract, didn't recognize it until some people would have said it was everlastingly too late. Charles E. Hires, the founder of the business, is frank in saying: "I should have put a syrup on the market years ago." But it was not done, and there are plenty of reasons why it was not done which seem perfectly reasonable.

Briefly stated, the distribution of the company for the "household extract" was chiefly through grocery stores, and to put out a syrup would mean the development of drugstores with a consequent feeling on the part of the grocers that the company was competing with them. Add to that the fact that the soda-fountain business was regarded as more or less of a fad, and you have the reason why a Hires Root Beer syrup was not put on the market twenty years ago.

But the results were disastrous. Root beers sprang up on every hand, in response to the demand for the drink—a demand which Hires had created by the sale of the household extract for a number of years. These were sold simply as "root beer," and the name of Hires dropped out of sight except in connection with the home preparation of the drink. Moreover other drinks—Coca-Cola, Moxie, Grape Juice,

etc.—came in with the force of consumer advertising behind them, and took a large share of the soda-fountain trade. The consumer stopped calling even for "root beer," and began to demand

It's pure

Hires

**Say**

There's something that will take away that tired, hot, all-in feeling in just a minute. Something that will make you come out on the street again feeling like a new man. It's fine, sparkling, delicious

**HIRES**

Yes, right at the nearest soda fountain—for every fountain that is a fountain must have Hires. Taste tickling, isn't it? That's the splendid blending of sassafras, hops, sarsaparilla, wintergreen, birch, the essence of roots and herbs, the sap of forest trees. Cooling—yes! But it's mighty good for you, too. A natural tonic—but not a trace of drugs. Just helps—never harms.

Be at the fountain—sparkling. No need to say "root beer." Just say "Hires." Also at your home, carbonated, in bottles.

PLAYING UP THE MAKER'S NAME TO DISCOURAGE SUBSTITUTION

drinks by their trade names. And all the while there was less and less demand for home-brewed refreshments, and more and more demand for the soda-fountain beverages. The soda-fountain habit spread into the smallest towns, leaving only the truly rural districts to make any consistent demand for household extract with which to make their own root beer.

Out of four "business doctors" three would probably have said that the market was gone beyond recall, and it would be better to quit than to spend money trying to compete with the heavy advertising of rival drinks and to try to win back trade to a forgotten brand. In many ways it would be easier to win them over to a new brand.

And even if they were won back, there was the substitution evil to face. Anybody could make a "root beer," almost exactly similar in taste, and make it a whole lot cheaper than Hires. Of course, it wouldn't be quite so wholesome, but that wouldn't have any effect upon the sale of it, because wholesomeness isn't a prime requisite to the soda-fountain patron. Recreating a demand for "root beer" would be simply making a market for a lot of unbranded syrups, and to create a demand for "Hires" would mean the usual uphill fight for a brand which, in the minds of a good many people, was a "has-been."

But in spite of the rather gloomy outlook, Mr. Hires determined that he would "come back," and not only would he come back, but he would advertise *Hires*. A careful analysis of the new market developed, as a real analysis usually does, some important facts.

In the first place, it developed

that the weakest spot in the soft-drink business is a lack of uniformity in the product unless the drink complete is poured from a bottle. The flavor depends upon the quantity of syrup placed in the drink, and in the hurry of mixing by uninterested clerks the usual procedure is to supply too much syrup. If there is too little, the customer will not find the drink palatable, while too much is erring on the safe side at least.

Some soft-drink manufacturers have endeavored to get around the difficulty by supplying the product ready mixed in bottles. But the soda clerk is not partial to this system because of the extra labor necessary to open the

bottle, re-cork it and place it on the ice. Bottled soft drinks have been successful to a certain extent when sold by the case for home consumption, but it was not considered wise to put out another bottled beverage for soda fountain use. It would not only run up against more or less opposition from the clerks who served it, but would also run counter to the habits of customers, who were

used to seeing the whole process of mixing before their eyes. Indeed, so strong is the prejudice against having things done where the customer cannot see them that practically all soda clerks are instructed to perform every operation as openly as possible. Breaking an egg under the counter would not be tolerated for a moment in any good drug store.

From the standpoint of the manufacturer, the practice of giving too much syrup per drink was not altogether a bad thing, because it used more syrup. But from the dealer's standpoint it

Ask for  
this  
package



Every  
Good Grocer

has Hires Household Extract in stock—because you and so many hundreds of others want it and need it. It long ago became a standard household article—especially in spring, when the system demands the good effects of the bracing natural properties of its roots and herbs.

One package makes 5 gallons. If your grocer isn't supplied, we will mail you a package on receipt of 50c. Please give his name.

THE CHARLES E. HIRES CO.  
R. Broad Street, Philadelphia, Pa.

THE HOUSEHOLD EXTRACT COPY FEATURES THE BOX

represented a loss, and the Hires people needed the good-will of the dealers quite as much as that of consumers. So it was decided that some means of measuring the syrup accurately was wanted, both to win over the dealer by increasing his profits, and to satisfy the consumer by giving him his root beer always in the right proportions.

#### MACHINE THAT WIDENED THE MARKET

The result was the Munimaker, a pocket edition of a soda fountain. It contains a reservoir for Hires syrup, and a coil running through an ice chamber to which a soda tank is connected. Pushing the controlling handle to the right automatically mixes the Hires syrup with the carbonated water in exactly the right proportions, and a turn to the left dispenses plain sodawater.

The addition of this machine to the Hires line not only provided the means for serving the drink easily, quickly and accurately, but widened the market for Hires syrup enormously. For the syrup could profitably be sold through this machine in places where there was no soda fountain. The machine, plus a few bottles of flavoring syrups, was a full-fledged soda-fountain, in itself. So the company is equipping cigar stores, steamboats, railroad stations, etc., with the means whereby they become customers of the Charles E. Hires Company.

Not only does the machine earn a profit by selling the syrup, but it is actually purchased at a profit from the company. The dealer pays \$150 for his Munimaker, and signs a contract to use it only in connection with Hires syrup. He is privileged to use it as a soda-fountain all he likes, so long as the reservoir is filled with Hires syrup. But it is a standing and continuous advertisement for Hires, since that is the only name which appears on it, and it is prominently displayed.

The dealer is persuaded to part with his money for the machine, on the showing of the saving it

## Don't Forget

That we sell  
Ladies' World  
space on a re-  
bate-backed  
guarantee of  
600,000 circula-  
tion, 95%  
paid, each  
month.

Our editions at  
present are aver-  
aging more than  
100,000 in  
excess of that  
guarantee.

THE  
LADIES' WORLD  
NEW YORK

will make for him. The average number of five-cent drinks per gallon of syrup under ordinary conditions is sixty-five, while the machine will dispense 140, and do it with less trouble. A certain department store which set up Munimaker booths in several places throughout the store, reported to the Hires company that in one day a single machine dispensed more than 1,400 drinks. So the saving on syrup at \$1.50 per gallon is not inconsiderable.

But perhaps the most striking feature of the machine system is the new sales auxiliaries it developed. One of the company's salesmen sold a machine to a Y. M. C. A. to serve drinks to its members as a means of getting a little revenue. By and by the sales manager received a letter from the secretary of this Y. M. C. A. branch stating that the Munimaker was earning three dollars a day. It was not a very big return, but looked promising enough to warrant a little investigation of the Y. M. C. A. field. As a result the International Committee of the Y. M. C. A. has taken up the matter officially, and it is stated that the company is the only concern ever invited to attend a meeting of the International Committee in a business capacity. The machine appeals to the Y. M. C. A. people because it earns an income, and moreover is in line with their campaign against the liquor traffic. Thus we find a definite section of the campaign devoted to sales promotion among Y. M. C. A. secretaries, and they are rapidly being turned into boosters for Hires.

Stranger still perhaps, while the Y. M. C. A. is boosting the machine because it helps fight the liquor traffic, the liquor traffic itself is getting interested. A hotel keeper who had bought a machine for use in his barroom wrote to the company that it had increased his sales of soft drinks from two gallons of syrup per month to *eleven gallons per week*, and he wanted to know if he couldn't have the exclusive agency for it in his territory among saloons. He liked the machine because it

earned a profit, saved opening bottles, and tended to reduce the frequency of "drunks."

The company is going after cigar stores, railroad stations, steamboat lines, pool rooms, and other places where people congregate, selling a machine and reaping the attendant harvest of syrup sales.

So much for the dealer. It remained to put the goods into the mouths of consumers, literally and figuratively. It was fairly widely known, from the household extract advertising, that Hires made root beer. The company desired to get all possible advantage from this knowledge of the name, but it was highly important that the consumer should not ask for "root beer," because, except in places where the Munimaker was installed, it would be extremely likely that it would not be Hires. Of course, the Hires company sells syrup to a great many dealers who have not purchased a machine, for serving in the ordinary way, and it was not possible nor advisable to direct consumers to look for the Munimaker. Such a process would be entering into competition with the company's own trade to a certain extent, and could hardly be successful without a wide distribution of the expensive machines.

#### EMPHASIS ON THE BRAND

The line followed has been to gradually eliminate the words "root beer" from all consumer advertising (except that which deals with the household extract). The consumer is directed to "Ask for Hires" and is told that it is not necessary to say "root beer." The latest series of dealer signs put out by the company do not include the words "root beer" at all, and previous series have gradually subordinated it more and more to the name of the maker. The public is told about the Munimaker in a roundabout way, without laying any special emphasis upon it. Once or twice a year an ad is run which features it, and the rest of the time the drink itself is made the prominent subject of the ad.



**The Leading Farm Weekly of the Middle  
and Southeastern States**

# AMERICAN AGRICULTURIST

New York, N. Y.

**145,000 Circulation Guaranteed**

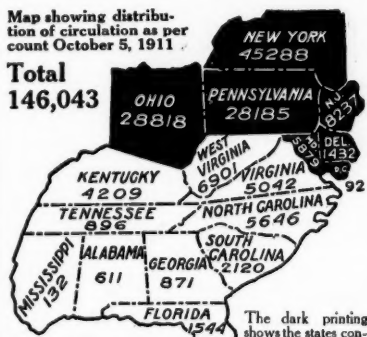
**E**STABLISHED way back in the early forties, the *American Agriculturist* has been for seventy years the Leader of the Agricultural Press. It is the Middle States edition of the *Orange Judd Weeklies* and covers Ohio, Pennsylvania, New York, New Jersey, Delaware, Maryland and the Southeast.

The value of the land and buildings in this section increased over 40% in the past 10 years, as shown by the 1910 U. S. Census. Each farm was worth an average of \$5186. These states are the "garden spot" for general as well as agricultural advertisers. The farmers here are rich; they buy freely and have the necessary cash with which to pay for the luxuries as well as the necessities of life.

**The American Agriculturist has the largest circulation  
of any weekly agricultural paper in the world**

Map showing distribu-  
tion of circulation as per  
count October 5, 1911

**Total  
146,043**



The dark printing shows the states containing the bulk of our circulation—the wealthiest and most prosperous section.

Its influence is tremendous. Its exclusive reports are authority upon supply, demand and prices, while it takes tight hold and organizes the farmers to get better profits. Its subscribers are actual paid-in-advance subscribers, the most enterprising and wealthiest farmers.

When an advertiser uses the *American Agriculturist*, he is sure of two things—the circulation he pays for, and the very best class of farmers in his field. The circulation is guaranteed under sworn statement, and all subscribers are protected against loss by our guarantee that all advertisers are reliable.

**Address nearest office for sample copies and other information**

## Orange Judd Company

**Western Offices:**

1209 Peoples Gas Building, Chicago, Ill.  
601 Oneida Building, Minneapolis, Minn.

**Headquarters:**

315 Fourth Avenue  
New York

**Eastern Office:**

1-57 W. Worthington Street  
Springfield, Mass.

The most striking results, of course, have come from those places in which the Munimaker is installed, and the machines are being sold rapidly because they are recognized as a help to the dealer. The company has more than a thousand testimonials on file from users of the machine, and practically all of them report increases of from 25 to 300 per cent. These increases, of course, can mean only one thing: a corresponding increase in the sale of Hires syrup.

I asked Mr. Hires about the household extract, which is still being sold. I wanted to know whether he did not think that it was a form of competition with his soda fountain trade. He said emphatically "No." It helps the business, he maintains, in so far as it has any effect upon it, for the person who gets the root beer taste doesn't always want to wait until he gets home and will drop into a place where there is a soda-fountain. And the fact that it is advertised as "root beer" while the syrup is "Hires" tends to keep the two separate. It is obvious, moreover, that the household extract is seldom if ever advertised in the same mediums which carry the advertising for the soda-fountain trade, for people within easy reach of a fountain will not take the trouble to prepare the drink at home.

This little distinction between "Hires" and "root beer" doesn't look very important, but it counts on the balance-sheet at the end of the month.

#### CHICAGO BUSINESS MEN LISTEN TO ADVERTISING TALKS

William Boyd, Chicago representative of the Curtis Publishing Company, and J. R. Hamilton, formerly advertising manager for John Wanamaker in Philadelphia, addressed the Chicago Association of Commerce, May 8. Mr. Boyd, who spoke on "National Advertising," said that trade-marks, or names, must come to be so through national advertising. National advertising enables a manufacturer to control his business and make it secure and it also corrects demoralizing conditions in the trade as a whole as well as giving the manufacturer a dominating position. Mr. Hamilton spoke on "Local Advertising" and made a strong argument favoring the human interest in advertising.

#### COACHING THE SPEAKERS

The monthly meeting of the Ad-Sell League in Northern Indiana and Southern Michigan was held April 29 at the Oliver Hotel, South Bend, Ind.

The custom of calling upon different members to assist the president in this respect is another feature which adds to the interest of the monthly meeting. The speakers were F. F. Trezise, of Chicago, who gave an illustrated talk on the typography of advertisements. M. W. Mix, of the Dodge Manufacturing Company, Mishawaka, Ind., who recently gave an excellent paper before the National Efficiency Congress, talked on efficiency lines in his paper on co-operation between manufacturer and dealer from the manufacturer's standpoint. The third speaker was Sherwin Cody, of Chicago, who spoke on "How to Make Sales Assistants of the Office Force." Each subject was handled in an able manner and each brought forth such lively discussion as to consume every minute of the time until a late hour.

The president is following the plan of appointing an educational committee for each meeting, the duty of which is to interview the speakers beforehand and map out the lines of discussion in such a way that points of real value to admen are brought out. In this way the Ad-Sell League is accomplishing its purpose, which is stated to be the promotion of the best in advertising and selling.

#### CHICAGO TRADE PRESS AND SPACE CLUB HAVE JOINT MEETING

The regular monthly meeting of the Chicago Trade Press Association was held at the City Club, May 6, and was a joint meeting with the Chicago Space Club.

The principal topic of discussion was regarding the conduct of the publisher to the advertising representative. W. J. McDonough, of the *Dry Goods Reporter*, handled the subject, "What a Publisher Desires in an Advertising Representative." R. R. Shuman, of the Space Club, responded telling "What an Advertising Representative Desires from a Publisher," and A. N. Fox, of the Benjamin Electric Company, told "What an Advertiser Desires from Both." These talks were straight from the shoulder and the question was thoroughly aired from all sides.

H. M. Swetland, prominent in trade paper circles of New York City, was a guest of the evening and delivered a short, but forcible and interesting talk.

Other speakers of the evening were M. J. Strum, Hualton Heegstra and Seth Brown.

Three new papers were admitted to membership in the Chicago Trade Press Association, namely, *Metal Worker*, *Iron Age* and *Building Age*, of New York City.

The Vancouver, Can., *Sun* has been elected to membership in the American Newspaper Publishers Association.

# The Four Dimensions

Mere age is common.

Mere quantity is common.

Mere quality is common.

Mere price is common.

But when THE LADIES' HOME JOURNAL on twenty-eight years' foundation has created a circulation of more than 1,750,000 mothers, daughters, wives, who are actually paying over \$2,600,000 this year for its quality, and—

When these forces—age, value, quantity, and quality—have always been directed toward improving the standard of living in their homes—

How they must be influenced by it as a guide when they buy!

How genuine the quality of what they buy!

**The Ladies' Home Journal**  
Circulation more than 1,750,000

**The Saturday Evening Post**  
Circulation more than 1,900,000

## THAT WORD "IMPORTED"

WHY ONE ADVERTISER BELIEVES IT TO HAVE A STRONG ADVERTISING VALUE — TAKES ISSUE WITH WRITER IN "PRINTERS' INK" THAT CONSUMER IS SHOWING A STEADILY LESSENING INTEREST

*By H. Gilbert Nobbs,*

Canadian & U. S. A. Manager of Holbrooks Ltd., Birmingham, England.

I have read with considerable interest the article published in the issue of PRINTERS' INK of April 25 by Garrett Byrnes, Ph.G., entitled "Imported" No Longer a Magic Word," and whilst I heartily endorse all he says in regard to the necessity of salesmen giving to the retailer the fullest possible information concerning the goods he is selling, I surmise from some of his remarks that Friend Garrett Byrnes, Ph.G., is sadly suffering as a retailer from this very want of information, otherwise he would be better posted in the advertising value of the word "imported" as applied to certain products.

To begin with and in order to avoid any misunderstanding let me say that it is no reflection on the United States as a manufacturing nation to admit that certain articles cannot be produced as well in that country as in other countries where climate, conditions of labor, and other influences, may be more favorable to the production of those particular lines. It is recognized the world over that America stands high in the quality of her productions and Americans can well be proud of their reputation as a manufacturing nation, but even the most patriotic must admit that almost every nation excels in some product, and it need not hurt one's national pride to admit the fact either. It is not a question of whether America, England, France, or Germany, can produce the highest grade of goods; each country is famous the world over for some of its products, hence the word "imported" as applied to those products has an advertising value.

Garrett Byrnes, Ph.G., is in the

retail drug trade, but unfortunately does not confine himself to that branch of business which he is no doubt qualified to speak about, but wanders into the grocery business of which he knows less. In doing so he does not deal in facts, but bases his opinion on hearsay. For instance, to quote the following extract from his remark, "Two dealers (grocers) say that imported goods, especially sauces (and if I remember correctly the Holbrook brand) are not selling as well as formerly, except certain goods of proved superior quality." When I read those remarks, which were what he had heard somebody else say, it reminded me of the song which I had heard somewhere about some information the captain had told the mate, and the mate had told the crew, and the crew had told somebody else, for I feel that when Brother Byrnes, Ph.G., waddled away from the drug trade into the grocery business he knew little of the subject he was writing about even though he was depending for his opinion upon what he had heard somebody else tell somebody else. Now so far as sauces generally are concerned Customs statistics do not bear out his statement for the importation of sauces is on the increase, and has been for some years past.

Furthermore it seems evident to me that Garrett Byrnes, Ph.G., and the two grocers whom he refers to, do not know what brands are imported and what are not, otherwise he would not have worded his remarks in the way he did. In business there should be a reason for everything, and as we are connected with the grocery trade, and with the sauce trade in particular, and spend a considerable amount of money annually in the United States to emphasize the word "imported" in connection with Holbrook's Sauce we should be given the credit for having a reason for so doing.

It is not because we ever thought there was any particular magic about the word "imported," but because we believe that this information has an influence with

The newer, cheaper, surer way to reach the men who buy machinery and equipment for America's 5600 coal mines is to put your ad in

# COAL AGE

## The Paper the Coal Field Was Waiting For



The five great, quality circulation engineering papers of the Hill Publishing Company are:

### **The Engineering and Mining Journal (1866)**

Devoted to Metal Mining and Metallurgy. Circulation 10,000.

### **Engineering News (1874)**

The Standard Paper of Civil Engineering. Circulation 19,000.

### **American Machinist (1877)**

Devoted to the Work of Machinery Construction. Circulation 27,750.

### **Power (1880)**

Devoted to the Generation and Transmission of Power. Circulation 29,000.

### **Coal Age (1911)**

Devoted to Coal Mining and Coke Manufacture. Circulation 7,500.

As long as coal is a necessity, coal mining will be a necessity—And as long as that business lasts, coal mining machinery and supplies must be bought to carry on the actual work of this great industry—

And as long as this is true COAL AGE is going to be a necessity to the manufacturers of coal mining equipment and machinery—

Because it reaches the men who do the buying—

The superintendents, foremen, mine managers, mining engineers—those are the men who must be sold to.

And they are the men who subscribe for and read COAL AGE. 7,500 of them buy, read and believe in a paper a little more than six months old. It's a circulation record for technical papers—and some indication of the need of a good paper in the coal field.

## Put Your Advertising Proposition Up To Us

Let the Make-It-Pay Department of COAL AGE study into your selling proposition and put up a campaign to you. No charge for this service—will you use it? Drop a line to start things now.

**HILL PUBLISHING COMPANY**  
505 PEARL STREET NEW YORK CITY

consumers who prefer the sauces which England has become famous for. The English style of sauces which are made in the United States may be just as good, may be even better, but it does not alter the fact that an "imported sauce" is still in a class by itself, and will always have an advertising value so long as American made goods are sold under the English description. Furthermore, Mr. Byrnes, Ph.G., to dispel any wrong impression which may have been created by your statement, I am prepared to donate the sum of five hundred dollars to any charitable institution if it can be proved that Holbrook's Sauce is not selling as well as formerly (as you state), or that it has not a larger sale than any other brand of Worcestershire sauce in the United States that is actually "imported," and made and bottled in England. Our books and Customs statistics are at your disposal.

Now, Brother Byrnes, Ph.G., your turn next!

#### ADVERTISING LIKE MAKING FRIENDS

"Making Ends Meet or the Positive Side of Advertising" was the subject of the address by J. F. Wildman, of the Office Specialty Company, who addressed the members of the Toronto Ad Club at their weekly luncheon, April 30.

"Advertising," said the speaker, "is the world's greatest index; and advertising is useful according as it is positive. Just as a man's greatest asset is the greatest number of friends he can make, so it is with an advertisement. An advertiser must have ideals; and his ideals must be always higher than his present attainments.

"When the ideals in an advertisement are high the product is forced up to a higher standard, for the product must live up to the advertisement. That is what I mean by making ends meet. It has long ago been discovered that questionable advertising will not pay from a business standpoint."

#### SCRIPPS-McRAE IN PHILADELPHIA

Philadelphia is to have a new evening newspaper. It will be called the *News-Post* and the first number will make its appearance within thirty days.

The paper will be managed by H. B. Clark, formerly president of the United Press Association and manager of the San Francisco *Daily News* and the Seattle *Star*. Martin E. Pew, formerly manager of the Newspaper Enterprise Association, will be the editor.

#### REPRESENTATIVES CLOSE INTERESTING DISCUSSION

"Sales Problems and Their Relation to Advertising" was the subject of the last of the season's meetings of the Representatives Club at the Martinique Hotel, New York, Monday evening, May 6. This was another step in the discussion which has been carried out at each meeting of the year on the general topic, "What is necessary in each man to constitute him a good representative?" There were 125 men present.

The Campbell bill, now before Congress, also came in for a share of discussion. This bill provides, in short, that manufacturers must put their names on all goods they put out. The club does not take any definite stand on the subject but thought it wise to get expressions from advertisers. Circular letters have been sent with a copy of the bill to 500 prominent advertisers and their views requested. Of the fifty-nine replies that have been received to date, the moderator, Frank L. E. Gauss of *Collier's*, reported that fifteen were against the bill, forty in favor of it and four neutral. A number of these letters on both sides of the question were read.

Mr. Gauss then introduced George Weinman, of Lord & Taylor, who spoke against the bill. The public doesn't care who makes the goods, he said. All it wants is what is promised and that the quality be kept up.

"For twenty-five years," he said, Lord & Taylor have been creating a demand for Onyx Hosiery. This hosiery is made for them, not by them and the word "Onyx," as a name, is now worth one million dollars to them. If the Campbell bill becomes a law the work of Lord & Taylor for twenty-five years will go for nothing and they will have to begin all over again."

George W. Hopkins, of the Loose-Wiles Company, of Boston, then took up the main subject of the evening. His address is printed elsewhere in this issue.

The next speaker was J. K. Fraser of the Blackman-Ross Company, who said in part:

"Sales problems don't differ very much in one place or another. Sales helps can be gotten by study of some other branches of business. We must not be afraid to give other men sound principles we have gotten from our own business.

"Most men lack a clear point of view and a clear-cut conception of their own business and what they are after. They seem to lack (a) knowledge of what they are aiming at, (b) knowledge of how to do it, (c) records of how they are doing from day to day. In other words most concerns lack (a) Centralized knowledge, (b) Centralized study both of merchandising and advertising, (c) Centralized push."

The meeting was then thrown open for discussion and numerous club members spoke.

The next meeting of the club will be the annual summer outing in June at some place yet to be determined upon.

## WOMEN IN ADVERTISING

C. W. HUNT COMPANY.

WEST BRIGHTON, N. Y., Apr. 29, 1912.  
*Editor of PRINTERS' INK:*

Will you permit me to correct the statement made in your issue of March 21 that "the first dinner of advertising women ever held in New York City was that given at Reisenweber's on March 11."

That is incorrect. There is in existence an advertising women's club which has met regularly every two weeks for dinner, for over eight years. The club had its inception in a conversation which took place between Miss Carmelita Beckwith who, at that time, was the editor of the New York *Edison Bulletin* and was an important factor in their publicity department, and the writer, advertising manager of the C. W. Hunt Company, West New Brighton, N. Y. A few months later Mrs. Mary Lembeck, a woman who had established a very enviable reputation for herself in Cleveland, Ohio, as an advertising expert, came to New York on a business trip. The idea crystallized and at her instigation the Club was formed. The members are Mrs. Laura A. Bell, advertising manager of *Machinery*; Miss Stella Stern, now Mrs. George Perry, then of the Wanamaker advertising staff; Miss Emma G. Mullen, then head of the special service department of the R. N. A., now fashion representative of Strawbridge & Clothier in Paris; Mrs. Frances A. MacIntosh, for a number

of years advertising manager of the Standard Tool Company, Cleveland, later associated with the Hill Publishing Company and the Norton Tool Company, of Worcester, and now advertising manager of Niagara Stamping Company, Niagara Falls; Mrs. James Collins, the originator of the clever "Semi-Ready" clothing copy; Mrs. Miriam Edmondson, at that time connected with agency work, later in the advertising department Strawbridge & Clothier; Miss Frances Nelson, with the C. W. Lee Company, and later advertising manager for the Baltimore Gas & Electric Company; Miss Carmelita Beckwith, already mentioned, and myself.

Among the speakers who have attended the club dinners the following names will be recognized as well-known authorities on advertising who know whereof they speak:

Thomas Balmer, Louis Wiley of the *Times*, James Gibson, one time president of the Sphinx Club, James H. Collins, Ben Hampton and Manley M. Gillam, formerly of the New York *Herald*.

There are no dues, no constitution and of course no by-laws to observe or break. The dinner is paid for at the conclusion of the meal and members are notified by the most willing and good natured and of course the most hardworked member of the club. No papers are read but informal discussions take place and we do have a good time.

(Miss) J. ARMINSON MACINTYRE.

# The George L. Dyer Company 42 Broadway New York



Newspaper Magazine Street Car  
and Billboard Advertising  
Business Literature  
Publicity and Merchandising Counsel

## GETTING THE SALESMEN TO HELP THE AD- VERTISING

HOW THE ADVERTISING MANAGER CAN GET THE FIELD MEN TO DEVELOP INQUIRIES—WHY SALESMEN UNDERRATE READY-MADE LEADS FOR SALES—HOW STRATEGY OVERCAME OPPOSITION IN ONE HOUSE—PROVING THE VALUE OF THE ADVERTISING DEPARTMENT BY THE FRUITS OF ITS WORK

*By Charles C. Casey.*

Ever hear of an advertising department which was backed up in an ideal manner by the balance of the organization?

Some advertising departments are not. One of them is located in a New England city—in the general offices of a certain well-known advertiser.

This particular advertising department has the nice little task of handling several hundred consumer inquiries a month through dealers everywhere.

Inquiries are obtained on a basis of service to the customer, and the advertising department works hard enough in its effort to see that the customer gets service, but—

And there's the rub. The advertising department has cajoled and threatened, and coaxed and "cussed" (in dignified English), but the manager knows that the customer is not getting a tenth of the service it is the policy of the house to give.

The dealers just won't see the inquiries as this manager sees them. They won't handle them as they should be handled. He can't make them nor persuade them to follow up his inquiries—at least not by his methods.

Another advertising manager (and he isn't the only one) has the same difficulty in getting salesmen to follow up inquiries.

Several hundred inquiries were sent out by the advertiser within a month, practically every one of which looked good for a sale.

But the sales didn't result. The advertising fell flat, so far as sales were concerned.

The advertising manager was not able to understand why. He puzzled over it for some time, in the meantime running other advertisements and sending out more inquiries.

Finally he began to trace the inquiries to see what became of them after they were sent to the selling force. He soon found that the inquiries were being "followed up" by the sales force in a half-hearted way. Many of them were thrown away without even being followed up.

Steps were immediately taken to compel the salesmen to follow up the inquiries promptly and to try to close up sales.

The sales manager and the general manager were both shocked at the ad man's report and both took up the problem. They promptly and authoritatively instructed each individual salesman to follow up every inquiry to the last source of information.

A good many salesmen came back with hot, resentful letters, citing instances where inquiries had been worthless, and declaring they did not care to waste their time with that class of inquiries.

That put the matter on a different basis. The value of the inquiries was a hard question to determine—"maybe the ad man didn't know."

Things went on in a bad way for several months. Then, there being little actual business resulting from the advertising, the appropriation was not renewed and the advertising was stopped.

When I was doing newspaper work in St. Louis, I often ran onto tips for big stories which I did not have time to run down. These tips were turned over to the city editor and assigned to other men.

Of all the tips ever turned over in this way, I do not recall a single one which was handled in a manner satisfactory to myself.

Sometimes a story was literally "killed" by the man assigned to follow it up.

Why? The men who handled the tips were not "sold" on the stories.

*(Continued on page 32)*



## The Sales Value of Newspaper Advertising

¶ There are still some old-fashioned establishments that consider advertising a luxury and not a legitimate expenditure for more business. Advertising that does not sell more goods or perpetuate a trade mark is not advertising as it is generally understood by the modern followers of the craft.

¶ Newspaper advertising is one of the few forms of publicity which proves up its sales value without elaborate expenditure. Newspaper advertising permits of a thorough test of a new plan or campaign in localities where you need this assistance—no scattered effort—consequently the sales value is paramount. In Philadelphia, Washington, Indianapolis and Montreal, manufacturers get best results by *concentrating* in the following high grade home *evening* newspapers:

*The Philadelphia Bulletin*  
*The Washington Star*  
*The Indianapolis News*  
*The Montreal Star*

¶ Advertising in these newspapers secures local dealer co-operation, which is invaluable because direct appeal to consumers in their homes creates demand which live-wire merchants cannot ignore. Newspaper advertising is neither a luxury nor an expense when judiciously operated in mediums of known value. Newspaper advertising represents an investment—a sales value which can be tested and proven at small cost in any of the above markets. Are you interested? Request for interview will receive prompt attention. Dan A. Carroll, Special Newspaper Representative, Tribune Building, New York.

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# **EVERY ADVERTISER PUBLISHER AND ADVERTISING AGENT**

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## **In The United States**

Will be interested in reading the  
may issue of Standard Advertising  
—The main feature article in this  
important issue is—

## **“That Agency Commission Agitation”**

and expresses the opinions on this  
vital subject of the ablest men in  
the advertising world to-day, men  
who spend millions in advertising  
annually—men who know.

You'll be interested in this issue  
and the ones to follow—

Without a doubt this May issue of *Standard Advertising* will be the most talked of and interesting advertising publication ever issued—

*Standard Advertising* has always stood for, and ever will stand for the best interests of advertising in general—

*Standard Advertising is independent, has no axes to grind, is fearlessly edited and stands for the highest standards of advertising efficiency—*

*Standard Advertising* is closely read each month by advertisers nationally. Big brainy, thinking men who are spending annually over two hundred million dollars for various kinds of advertising space—these are the men to whom standard advertising appeals—and whose best interests we stand for—

**STANDARD ADVERTISING is published  
on the tenth of each month**

**SUBSCRIPTION \$1.00 A YEAR IN ADVANCE  
SINGLE COPIES TEN CENTS**

Don't take a chance on missing this May issue. The supply on hand is limited—send 10 cents for a copy, now.

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**A NATIONAL INDEPENDENT JOURNAL FOR ADVERTISERS**

**Standard Advertising**  
**KESNER BUILDING, -:- CHICAGO**  
**SETH BROWN, EDITOR**

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The stories weren't *their* stories. There was no enthusiasm and persistence to make the men follow the lead to the last source of information.

#### THE SALESMAN'S TIP

To the newspaper man, a tip is the first lead to a "story." It is usually inside facts which, if followed up, will uncover some information of more or less news interest.

To the salesman, a "tip" is the first lead to a sale. An inquiry received from advertising is a "tip."

Failure to follow up a sales "tip" with enthusiasm and persistence will, in many cases, "kill" all chances for a sale.

The salesman's "tip" may vary in value as greatly as the newspaper man's tip. Some advertising "tips" are very live. If followed quickly and with ordinary intelligence sales will result.

Other "tips" (inquiries) are only introductions to prospects who may be *developed* into sales later, while still other "tips" are from curiosity seekers, not worth bothering about.

Perhaps if all "tips" (inquiries) were of the live kind, if all announced sales ready to pick, there would be no difficulty in getting the salesman to follow them up.

Then the salesman would be able to make a sale in almost every case, even with his half-hearted following up of the inquiry.

But inquiries are not all of that kind—if they were, salesmen would hardly be needed. They are largely of the second kind, giving an introduction to a prospect who can be developed into a purchaser later. They are the kind which the salesman, following up in a half-hearted way, fails to close.

The trouble is that the average salesman is not "sold" on the inquiries which result from advertising—not any *too* well sold on advertising.

Inquiries don't cost them anything. Valued on a basis of *cost* to the salesman, they aren't worth much.

Did you ever try to give anything away in large quantities?

If you have, you are probably willing to believe the psychologist's claim that it is human nature to value a thing according to its cost.

Perhaps you have heard the story of the psychologist who stood on London Bridge offering to sell gold sovereigns for a shilling apiece—with no takers.

A sales book company recently published a book which should be of vital interest to two million business men.

The man who does not know human nature will say that it ought not to be difficult to give away a book like that.

Yet it cost that company three or four times as much to give away the first edition of 25,000 copies as it cost to publish the book.

It was a book that no business man could afford to miss even at two dollars a copy. Yet it cost real money to *give* it to business men.

A certain class of people are supposed to be always trying to get something for nothing, but to give away anything in a judicial manner—and make the recipient value it any higher than its cost to him—is very difficult.

That is why it is sometimes so hard to get salesmen to appreciate advertising. They get it for nothing—some of them even think they ought to have the money spent by their houses *for* advertising.

#### TRYING TO GET CO-OPERATION

When an inquiry is turned over to the average salesman he is apt to discount its value and follow it up when he "has time"—which may be after the prospect has lost interest.

Many schemes have been tried by advertising men in their efforts to get the much-needed co-operation.

One advertising man offered prizes to members of the field force for suggestions to be used in the advertising.

His purpose was to enlist the interest of the sales force in the

advertising and, in that way, "sell" them sufficiently to get them to follow up his advertising inquiries.

He received many suggestions, of course, but most of them were of little or no value from a print-selling view-point.

Those who offered the useless ideas, however, were offended because he didn't use them.

Those who offered the good ideas were also offended because he used them in a way that didn't appeal to them as salesmen—they didn't look at the ads from the view-point of prospective buyers.

The result, of course, was just the opposite of what the advertising man hoped to accomplish.

Instead of enlisting the interest of the sales force and getting their co-operation, his methods only aroused the antagonism of a considerable proportion of those who took advantage of his request for ideas.

Another and much wiser advertising man offered prizes to his sales force for finished ads which would pass muster before a board of ten other salesmen.

Needless to say, he never received any ads. But the experience served to teach a great many salesmen that writing a good advertisement requires more than a little special training.

He learned afterward that a great many of the men tried to write ads, but abandoned their efforts before the ads were ready for the judges.

It is not difficult to understand why, for not many men who have no training in the technic of preparing advertising are able to put their ideas into a shape ready for anybody's O.K.

After waiting three or four weeks, this advertising man followed up his offer, to find out why the men had not made any suggestions.

He knew why, of course, but he was wise enough to keep that to himself and to at least pretend that he wanted the assistance of the sales force.

The result of the second letter was a large number of replies commending the advertising which



An advertisement must be read before it can do any good. That goes without saying. Before it can be read your advertisement must be seen. And whether your advertisement will have a good chance of being seen depends upon the kind of publications you use.

*Newspapers are the publications where you are positively assured that your advertisements will be seen.*

In newspapers the advertisements are on the reading pages, not segregated by themselves at the back.

*No one can read a newspaper without seeing the advertising, and all advertisements, regardless of size, if they tell an interesting story, are sure of being seen and read.*

And another point—every page of a newspaper is read, because it contains matter of interest to many people.—Every page is a live page.

But best of all, the advertising is there in friendly relation to its surroundings. It isn't acting as the desecrated fly leaves of a picture book, nor is it obtruding itself insultingly and offensively as blots on an otherwise picturesque landscape. It stands there as news among other items of news in a medium bought for the purpose of getting the news.

Consequently, when you begin a campaign in newspapers, you have right at the start important factors in your favor, working for the success of your advertising by assuring it a more thorough and resultful reading than it would get by any other advertising medium.

We represent good newspapers in a score of the larger cities of the United States. It is our business to give advertisers, prospective advertisers, or their agents, every piece of information obtainable about each of these newspapers, and the field which it covers.

This information is at your service, any time, anywhere.

#### THE JOHN BUDD COMPANY

*Newspaper Advertising Representatives,*  
Brunswick Bldg., New York; Tribune  
Bldg., Chicago; Chemical  
Bldg., St. Louis.

he had already prepared and expressing confidence in his ability to carry out that end of the work.

Taking this as his beginning, this advertising man began a campaign of advertising to his own men with the object of selling them on the value of the company's advertising and to enlist their co-operation in following up the inquiries.

No attempt whatever was made to force anybody to handle any inquiry. That would have broken down much of his constructive work.

What he did was to "sell" them on the value of the inquiries to them. He made the inquiries their inquiries.

It would be hard to find advertising which is more productive than the advertising handled by this advertising man.

He isn't getting any more inquiries per dollar of cost than some other advertising men, but his inquiries are looked upon in their true light—as sales tips.

If the average advertising man could instil into his board of directors, into his general manager, into the sales manager and into all of the members of the sales force the same enthusiasm which he has, he could do twice as much productive advertising with half the appropriation.

That is putting it strong, but lack of co-operation is one of the most serious handicaps which the advertising man has to overcome.

Most advertising managers need an advertising manager; somebody to advertise them and the advertising department to their own organization.

Nearly all advertising men keep so busy trying to sell their company's product to consumers that they lose sight of the necessity of selling advertising to their own people.

And then lots of advertising men are pretty busy keeping their boards of directors "sold" on advertising and their bosses "sold" on themselves as the man to handle the appropriation.

In some organizations the advertising man is about the only one who knows, or cares, any-

thing about the advertising. And if he attempts to keep records to prove the "results," most of those on whom he tries to use his figures openly or secretly charge unfairness in "estimating" the value of his kind of "results."

If they all knew as much about advertising as the advertising man ought to know, there would be no difficulty in getting co-operation. But the average organization is satisfied with thinking it knows.

Everybody in the average organization, from the advertising man's own stenographer to the president himself, is likely to entertain a secret notion that they could write advertisements a little better than most of those printed.

Even the office boys are likely to entertain each other with jokes about the "awful illustrations" used in some of the ads.

The advertising man who is wise won't miss any opportunity to advertise advertising, particularly his kind of advertising, to everybody in his own organization.

He should never let a piece of mail go out of his office for anybody in the organization until it is polished and labeled "18k gold." Every move should be a part of an organized campaign to "sell" the department and its work, and keep it sold, to everybody in the organization, from the janitor up.

The department should never send an inquiry out into the field without trying to "sell" it, either as a sales tip or as something otherwise valuable, to the man who gets it.

It costs money to obtain inquiries. The advertiser should certainly be willing to spend something to follow them up.

If you don't think any more of your advertising inquiries than to "dump" them onto the busy salesman's desk without explanations, don't blame him if he dumps them into the waste-basket.

Unless you put a value on your advertising department, it will be accepted as valueless.

The most the organization can be expected to do is to accept the department at the value it puts upon itself and upon its fruits.

**"The Breeder's Gazette is the most influential and widely-read farm journal in the United States."**

*—Extract from a speech delivered by the Hon. Ralph W. Moss, of Indiana, in the National House of Representatives at Washington, May 1, 1911.*

**"I know of no publication that goes farther in helping the farmer than the Breeder's Gazette."**

*—John R. True, Secretary Wisconsin Board of Agriculture.*

**"The Breeder's Gazette is the farmer's greatest paper."**

*—W. A. Henry, America's Foremost Agricultural Educator.*

**"There is no paper better suited to the general farmer than The Breeder's Gazette."**

*—Charles Downing, Secretary Indiana State Board of Agriculture.*

The Gazette was established in 1881. 40 to 72 pages weekly. All the news and all the best information pertaining to good farming and live-stock raising are given to its readers every week.

Sample copies mailed only to those who ask for them. Average circulation for 1911 exceeding 90,000, all quality. Details on application. Advertising rate 50c a line flat.

## THE BREEDER'S GAZETTE

542 South Dearborn Street

CHICAGO

OR

George W. Herbert, Inc.  
Western Representatives,  
First National Bank Bldg.,  
Chicago.



Wallace C. Richardson, Inc.  
Eastern Representatives,  
41 Park Row,  
New York City.

Member Standard Farm Papers Association.

## *Seattle via Panama*

It may seem a far cry from the present moment to the opening of the Panama Canal, but not too far to see that Seattle is destined to become one of America's largest shipping ports and to add to her already great prosperity and activity. Over \$20,000,000 have been appropriated by city, state and nation for harbor improvements.

## The Seattle Times

is the newspaper in Seattle and in the wide territory of which that city is the centre. Now is the time for advertisers to establish themselves and to make their names household words. An ounce of prevention is worth a pound of cure. Results will come now—a year later—five years later—and ten years from now. But **make a start** and your competitors will never head you.

There are already numerous well posted advertisers and manufacturers who are using the Times with an eye to the future as well as to the present. To any others we are always willing to furnish information that will help them reach the same viewpoint.

### **TIMES PRINTING COMPANY**

*Seattle, Washington*

**THE S. C. BECKWITH SPECIAL AGENCY**

*Sole Foreign Representatives*

**NEW YORK**

**KANSAS CITY**

**CHICAGO**



## HOW THE COMMON BROOM MIGHT BE ADVERTISED

SOME EFFICIENT . ADVERTISING METHOD FOR EVERY MANUFACTURER—CHANGES IN BROOM MARKET CONDITIONS—BROOMS "EXTRA PROFIT MAKERS"—GREAT NEED FOR HIGH-QUALITY, TRADE-MARKED ARTICLE

*By J. George Frederick.*

Many business houses as well as advertising men are prone to think that very nearly everything that can be advertised is already advertised.

As a matter of fact, there are literally hundreds of unadvertised articles which have the most excellent reasons for being advertised. The only reason why such things are not advertised is that manufacturers of them are not large enough in size to vie with famous advertisers in the more or less expensive pages of periodicals. Not knowing how to pick their way through the maze of modern advertising methods, which on present large scales of activity so readily and quickly absorb money, they stay out of advertising altogether, except in the most simple and often most wasteful way—not realizing that there is *some* efficient and progressive method of advertising to fit any manufacturer's condition.

Let us select deliberately one of the most utterly common and humble articles of merchandise, the situation of which makes it especially attractive as an advertising proposition: *brooms*.

Something seems to have happened to broom manufacture in the past ten years, and there is a distinctly disgruntled feeling among consumers because of it. That vacuum cleaners and carpet sweepers have nibbled away at the regular broom market with a rather deadly effect is not altogether the case, as some suppose; for the average housewife clings to her broom, no matter what other new fangled cleaning devices she may install. Brooms will probably never go

out of fashion, and will remain a settled article with no particularly roseate future, but solid assurance of that staple definite market which is such a money maker to the firm which masters it instead of allowing the market to master the firm.

A good broom used to cost about thirty-five cents, whereas to-day it costs twice as much, and probably does not last quite so long. A high grade broom costs upward of ninety cents. The result is exactly the same situation which so many times has followed the raising of the price standards in a line of goods—the market has filled itself with a large quantity of cheap goods made to sell "at a price." It is always amazing to notice how shrewd merchandisers realize the trade-mark or good will value of the mere long-accustomed *price* for an article. All that group of consumers whom short-sighted manufacturers have allowed to grow up, who have for years bought a line of untrade-marked merchandise at a certain price, blindly follow *the price*, instead of the quality, just as soon as anything happens, and discover only too late and to their sorrow that the quality has fled out of the price. Then they are at sea and lose faith in merchandise and merchants until some wise manufacturer with a quality and price standard gathers them under his protective wing, and they swear allegiance to him forever after.

This is substantially what happened in the broom market. While broom makers were asking higher prices for the same quality, huge numbers of consumers who had never been educated to identify a broom by anything but price were left literally stranded and helpless. They had to adjust all their ideas about brooms, and they had no data upon which to adjust them. They had to experiment and find out. Thousands and thousands of housewives in the fashion of easy going Americans did not experiment, but simply bought brooms at the old price, and then roundly scolded the imaginary manufac-

turer for his perfidy in giving them veriest trash.

Nobody in all the whole field of broom making seemingly had the courage to set a standard and identify it with a price and a mark. The great bulk of housewives, long ago educated to avoid misrepresentation and lack of quality through the guiding help of a trade-mark or trade name could then have had a very welcome relief from their simple but typical predicament.

At present, of course, the real inside situation is simply that the great distributors of such things as brooms hold such a vast bulk of trade in the hollow of their hands that they want to keep brooms among their precious list of extra profit makers, and they refuse to take any initiative or give any creative assistance to any manufacturer with a branded broom to sell. They know very well that because it takes very small capital—a shed, a little broom corn and cheap labor—to go into the broom making business they can get any number of small broom makers to accept their orders for brooms made merely to sell, with the most eager gratitude.

The maker follows the specifications laid out to him, makes his small living wage, and is content; while the distributor passes the insincere and unholy article to the consumer, being most careful not to put on his name and thereby attach any responsibility to himself for the unavoidable failure of the broom to stand up. Such broom manufacturers as have ambition and a bit of insight are therefore put up against discouragingly strong odds at the hands of these distributors. They can make good brooms and sell

## You are tired of flimsy brooms : buy a guaranteed "Sweepstakes"

It's how long a broom *lasts* that makes it cheap or dear. You profit in actual cash by buying only brooms whose makers feel proud enough to put their name on them, advertise them and guarantee them.

Figure it out for yourself:

Our broom costs 75 cents everywhere, but it will *outwear three ordinary brooms*, because only the best grade of broom corn is used, and the work is done mostly by hand instead of by machinery.

## The "Sweepstakes" Broom

### Guaranteed for four months

We will *guarantee* this broom to stand four months of ordinary household service, and your dealer is authorized to give you a new broom, if you don't get four months' wear out of it.

But in order to get the benefit of the guarantee make sure it's a "Sweepstakes"—look for the label on the handle.

Write for our helpful book, "Efficiency in Household Work."

**The Gotham Household Specialties Company**  
New York

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IMAGINARY AD FOR SALE OF BROOMS

them in a limited local way, but they have not even the shadow of a general selling organization without which it is not possible to do business except through the jobber.

But some day a particularly live manufacturer of brooms, under careful and competent counsel, will arrange to beat this present unfortunate combination, and at the same time make himself considerably more than a sweat shop for close-fisted distributors. He will make a broom as good as he knows how, put a well considered mark on it, and begin an aggressive campaign on a carefully worked out progressive plan. He will put the case up to the jobber, take the probable turn-down coolly, and then proceed in the most good-natured but firm way to compel recognition from that jobber. He will not fight the jobber, but nevertheless he will operate a merchandizing special plan direct to consumers, which will get things started in no uncertain way at Mr. Dealer's, and consequently in time at Mr. Jobber's. This merchandising plan may be a special house-to-house canvass, a personal demonstration

# Florida

Population—Census 1910—614,845.

Products—Sugar-Cane, long and short staple cotton, tobacco, corn, rice, oats.

Oranges, lemons, pineapples, figs, olives, garden vegetables.

Total value of farm products \$50,000,000 annually.

Cattle and hogs raised in large numbers.

Large production of pine, tar, rosin, turpentine, cotton seed oil.

Large cigar factories in Tampa and Key West.

Immense deposits of phosphate rock, which furnish material for enormous fertilizer industry; product shipped all over the world.

Fisheries of great value.

There are three important cities in Florida—*Jacksonville, Tampa and Pensacola*. Their newspapers not only cover the local territory, but circulate throughout the State.

## *Leading Evening newspapers are :*

	Population.	Paper.	Circulation.
Jacksonville . . .	57,699	"Metropolis" . . .	18,700
Tampa . . . . .	37,782	"Times" . . . . .	13,200
Pensacola . . . . .	22,982	"News" . . . . .	6,000

We are prepared to furnish data regarding the class of goods finding readiest sale in these cities, the names of live dealers, wholesale and retail, and other information of value to an advertiser desirous of establishing a market in this field.

## **The E. Katz Special Advertising Agency**

Representatives

15-19 Madison Sq., North, NEW YORK

Harris Trust Bldg., CHICAGO

plan, an adaptation of the free trial plan, a coupon or a guarantee plan, or any one of half a dozen good schemes which might be shaped up to fit the individual case and place. It would be accompanied by local newspaper advertising, which would serve to get some ideas about brooms before all the women who know there must be a difference in brooms, but cannot tell them now any better than they can two peas in a pod.

From the direct profits of the campaign in one limited locality the sinews of war can be strengthened for tackling the next territory. Even if that manufacturer is unable to raise a cent more than \$3,000 or \$5,000 to start the ball going, he can be started sanely and sensibly along the right road with this sum, without danger of shipwreck. It would be a complete mistake to start on any jobber-antagonizing policy, for in an article like brooms the jobber is an unavoidable necessity, and the campaign should be a friendly one with all interests, but none the less a determined effort to make the demand without which the jobber will continue to sell his own goods. By strongly enough individualizing the advertising and the arguments, the unavoidable efforts of the jobbers at diverting trade for the broom back to the unbranded goods would be completely foiled, for housewives are in no mood at the present time to try any more nondescript, worthless brooms if they have any possible hopes or means of getting a broom that is a broom.

One modern selling plan, I feel sure, could work out exceptionally well—the time guarantee plan. In other words, the application of the Holeproof hosiery idea to brooms! It is a little startling to be sure, but the elements are all there to make it practical, so far as I can see without going into any individual manufacturer's specific situation.

The attitude of mind of the consumer is just ripe for some such plan of selling; and furthermore, unless some innovation with considerable novelty element

is applied, it would likely be impossible to break through the inert battle line of jobbers' indifference. By throwing some simple safeguards around the guarantee it could be reasonably protected from abuse. The profit margin could be made to take care of the refund risk (which has been figured very closely on a percentage basis from general experience in other lines).

The price quoted (75 cents) will allow also for enough margin of profit to retailers to fairly successfully compete with the profit-overloaded unbranded lines. When the seventy-five cents "Sweepstakes" has been established, a "Sweepstakes Junior" or "Sweepstakes 2d" could be put out at fifty cents that would put in a good hook for the "price trade" which is not reached by quality or guarantee considerations. The guarantee on the seventy-five cent line would help to carry the fifty cents unguaranteed line. Perhaps the price on this secondary line could come down to thirty-five or forty cents.

At any rate, whatever the plan to fit the individual situation, there ought to be a quality broom available, and will be soon, or I miss my guess.

#### NEWARK PROMOTING ITS LIBRARY

The Newark Industrial Exposition, under the auspices of the Board of Trade of the City of Newark, will be held in the First Regiment Armory in Newark from May 13 to 25.

The Public Library has taken a space for the purpose of telling Newark still more about its business branch and technical department. The business branch located in the centre of the city has a very fine collection of trade and business directories from all parts of the world, house-organs, municipal journals, and a complete index on cards of all the manufacturers of Newark and the goods they manufacture, business books and business magazines.

A dinner in honor of Frank P. Bennett on his twenty-fifth anniversary as editor of the *American Wool and Cotton Reporter*, was held on the evening of May 2, at Boston. About 200 textile merchants, manufacturers and other friends were present, and after a reception held in the hotel parlors about thirty tables were well filled by men representing every branch of the textile industry.

# TALKS ON BANKING

BROWN, TREACY & SPERRY Co.  
The Blodgett Method of Bank Ad-  
vertising.

SAINT PAUL, April 27, 1912.

Editor of PRINTERS' INK:

The editorial referring to the National Citizens' League which was published in PRINTERS' INK this week reminds the writer of his efforts to make clear to the average man some of the main questions connected with banking reform under the contemplated scheme.

The enclosed copies of advertisements were published by the First National Bank of Montgomery, just after a visit had been made to that city by Professor Laughlin, of Chicago, and while the subject is necessarily difficult it ap-

Sample Talk on Banking and Banking for the First National Bank, Montgomery, Ala.  
By Dr. Treacy, April 27, 1912.

## Shall We Give Good Bankmen a Clear Track?

This is the second of a series of talks on the present condition of the United States for a better banking system.

We pointed out last week that the majority of the country calls for a better banking system. We pointed out last week that the majority of the country calls for a better banking system.

It is easy to say that the BANKING must supply the country with the money it needs. It is easy to say that the BANKING must supply the country with the money it needs.

The money is made at home. The money is made at home. The money is made at home. The money is made at home.

It is easy to say that the BANKING must supply the country with the money it needs. It is easy to say that the BANKING must supply the country with the money it needs.

It is easy to say that the BANKING must supply the country with the money it needs. It is easy to say that the BANKING must supply the country with the money it needs.

Sample Talk on Banking and Banking for the First National Bank, Montgomery, Ala.  
By Dr. Treacy, April 27, 1912.

## Shall We Give Our Banks Full Power To Serve Us?

This is the second of a series of talks on the present condition of the United States for a better banking system.

We pointed out last week that the majority of the country calls for a better banking system. We pointed out last week that the majority of the country calls for a better banking system.

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It is easy to say that the BANKING must supply the country with the money it needs. It is easy to say that the BANKING must supply the country with the money it needs.

It is easy to say that the BANKING must supply the country with the money it needs. It is easy to say that the BANKING must supply the country with the money it needs.

# Home

Where  
would the  
average  
advertiser be,  
if there were no  
homes, and  
what particular  
field of work  
would the  
Woman's Home  
Companion  
have, if there  
were no homes?

peared to the writer that hardly any topic could be of greater importance. Your idea that the National Citizens' League should devote more of its money to everyday discussions directed to the average man is certainly a good one. I should think that more of the banks would incorporate some of this argument into their advertising if they only knew exactly what language to use to keep the reader from being puzzled or prejudiced. The fact that the passage of such a law will probably be deferred until a later session of Congress gives added time for the bankers of the country to put in some telling educational work, and I believe it can be done. C. L. CHILTON, JR.

## CLUB-AT-LARGE MEETING

The annual meeting of the Club-at-Large of the Associated Advertising Clubs of America will be held at 9:15 a. m., Tuesday, May 21, in the offices of P. S. Florea, secretary, at the Oriental Hotel, Dallas, Texas. The meeting will be held for the purpose of electing delegates to the convention of the A. A. C. of A., of electing officers of the Club-at-Large for the ensuing year, and of receiving reports of the retiring officers.

## QUEER INQUIRIES FROM ADS

TWO INCIDENTS SHOWING THE DIFFICULTY OF DETERMINING STATUS OF AN INQUIRER — A HURRIED TRIP THAT ENDED ODDLY

*By C. M. Lemperly.*

Manager Service Department American Multigraph Sales Co., Cleveland.

The advertising man who has an opportunity to sit at his desk and size up inquiries from various countries and various parts of this country, can tell a great many interesting stories about inquiries resulting from his national advertising.

Probably two of the most interesting magazine inquiries on record have come to the writer's attention. One of these had the ear-marks of being a very good inquiry. The writing was legible and business-like; the grammar in the letter was faultless, and it seemed that the person writing it was earnest and sincere about his use for the machine which was advertised.

### ONE CAME FROM PRISON

It was only a short journey from Syracuse—where a branch office of the company was located—to Auburn, N. Y., the city from where the inquiry came, so the Syracuse representative of the company was notified about the inquiry and took an early train for Auburn. Imagine the surprise of the advertising department when the following letter was received from the Syracuse representative of the company, reporting on this prospect:

In regard to your recent prospect from Auburn, N. Y., I would ask that you cancel his name, as it will be easily four years before this man can even look at a machine, let alone buy one. I found upon my arrival in Auburn that this man was a convict in the Auburn State Prison, serving a sentence of five years, and he wrote from there in answer to our advertisement.

To show you the pulling quality of our advertising, I will say that each convict is allowed to write one letter a month, and, from all the magazines this man had, he chose to answer our advertisement even in preference to writing any friends he may have had. I think

this speaks pretty well for the influence of advertising.

After he has served his sentence he may be interested in a machine, but we had better postpone action until that time.

You may think this a very unusual inquiry, and so does the writer. However, another one showed up just the other day which seems to be even more remarkable and further shows the influence which an advertisement can exert upon a man in a most unfortunate condition in life.

An inquiry was received, written on the letterhead of a Southern canning concern; it not only asked for literature on the machine, but even went so far as to say that the correspondent was in the market to purchase one.

According to the usual custom, our representative was dispatched to the city from which the inquiry came, and upon arriving at the offices of the canning concern, he asked for the party who had written the inquiry. He was informed that there was no such party employed by the company. This answer did not feaze him, however, and he pressed the point further. He then learned that the man who wrote the inquiry was a patient in the State Insane Asylum. The lunatic had seen our advertisement in one of the magazines, and securing a letterhead of the canning company, where he had been employed, he wrote stating that he was in the market for our machine.

### COLORADO DELEGATES TO DALLAS

Governor Shaforth of Colorado has appointed the following delegates to represent Colorado at the convention: A. W. Henderson, Colorado Springs; Richard Crawford Campbell, Denver; Frederick G. Bonfils, Denver; Robert Gauss, Denver; Fred C. Shaffer, Grand Junction; B. F. Gurley, Denver, and Alva Adams, Pueblo.

The Mutual Benefit Co-operative Company has been incorporated at Boston with a capital of \$500,000 to do a general advertising business.

The formal opening of the present exhibition of the products of the manufacturers of New Haven, Conn., took place Wednesday, May 18.

# **Rates Advance September First**

**From 50c to 75c Per Line**

Owing to its rapidly increasing  
circulation the

# **Southern Ruralist**

**Atlanta, Georgia**

will be forced to advance its rates September 1st, 1912, to 75c per line. This rate will be based on a circulation of 150,000 paid subscribers. Orders received before September 1st will be allowed the old rate of 50c per line for the balance of 1912, but must be figured at 75c per line beginning January 1st. Orders coming in after September 1st, 1912, must be figured at 75c per line.

## **SOUTHERN RURALIST COMPANY**

**Atlanta, Georgia**

Chicago Office  
J. C. Billingslea

816 First National Bank Bldg.

New York Office  
A. H. Billingslea

1 Madison Avenue

St. Louis Office  
A. D. McKinney

Third National Bank Bldg.

## CO-OPERATION DISCUSSED

BY T. P. A.

WHY THE ADVERTISER OF TECHNICAL GOODS NEEDS TO GET THE ENGINEER ON HIS SIDE—WHERE THE JOBBER COMES IN AND WHERE HE SHOULD BE MADE TO GET OFF—WHAT THE MAN "LOWER DOWN" HAS TO SAY ABOUT THE PURCHASE OF TECHNICAL GOODS

The last meeting of the Technical Publicity Association for the season was held at the Aldine Club, May 9. The subject for discussion was "The Co-operation of Intermediate Factors," and brought to a close the programme exactly as it was planned by the programme committee in advance of the first meeting last fall. The T. P. A. is to be congratulated upon its adherence to a line of serious and constructive work which has added much to the value of the meetings.

How to secure the co-operation of the various factors which stand between the advertiser and the consumer—the engineer, the jobber, the dealer, the foreman and the mechanic—was discussed by S. T. Henry, traveling editor of the *Engineering Record* who spoke of the influence of the engineer upon sales; Roy Soule, manager of *Iron Age-Hardware*, who discussed problems of distribution through dealers; and L. Pelletier, of *Machinery*, who dealt with the influence of the skilled mechanic who is to use the goods after they are sold.

Mr. Henry spoke of the constantly increasing influence exercised by the engineer in all public and private construction work. The importance of impressing the man actually responsible for the plan with which the goods must harmonize was emphasized. If the engineer does not actually specify the kind of material which is to be purchased, he must at least be consulted about it. The way to secure his co-operation is by placing the message where he will be sure to see it—in the good technical papers and in direct literature—and express it in the sort of terms which he under-

stands. Mr. Henry pointed out the futility of mere *claims* when dealing with this class of men who subject everything to the test of facts and figures.

Mr. Soule told the members that the greatest problem this country has to face is the problem of distribution, and described in some detail the means whereby the mail order house is often able to sell goods to the consumer at the jobber's price or less. He said that it was up to the jobbers in the hardware field to meet this form of competition by giving the dealer a price so that he can sell the goods, or to get out of the way and let the dealer go direct to the manufacturer. It was up to the manufacturer, he said, to recognize the fact that the retail dealer must be enabled to compete with the mail order house if distribution through dealers was to continue.

Mr. Pelletier sketched roughly the organization of plants like that of a large automobile factory and the mechanical department of a railroad, and showed how many and how various were the men who really decided what equipment and supplies were to be purchased—the men who told the purchasing agent what they wanted. The mechanical man, he said, is not interested in the way a thing is constructed half so much as he is in what it will do and how it does it. The small matter of the convenient location of the operating levers on a machine counts for more with the operator of the machine than any quantity of sectional drawings showing construction. The speaker laid great stress upon the necessity of getting real facts, and making them plainly understandable to the man whose influence counts—the man who makes out the requisition for the equipment.

SECRETARY OF DOUBLEDAY,  
PAGE & CO.

Doubleday, Page & Co. have just taken Russell Doubleday into the firm and made him secretary of the company. Henry W. Lanier, who has been secretary of the company, has retired from business. Russell Doubleday will concern himself with the editorial and artistic interests of the house.



### SHOULD "DEAR SIR" BE DROPPED?

There is not much to be said about these, as it is commonly understood that the salutations of business letters are so limited as to admit of little discussion. They have always been "Dear Madam," "Dear Sir" and "Gentlemen," but for the purpose of improving the letters of the future it is here recommended that they be discontinued.

1st. Because "Dear Madam" or "Dear Sir" haven't the warmth or meaning typical of real life; they are decidedly stiff and formal.

2nd. Because they are not applicable to personal conversation. What is not appropriate in such a sense seldom is in a business letter, although it is true that not all the things said in a conversation could be advisedly used in a letter.

3rd. Because it provides a way to address the customer exactly as you would face to face. In ordinary life your answer to a man who gives you an order or promises one would probably be—"Mr. Smith, we thank you," or "Mr. Smith, we shall be glad to re-receive your order." The omission of the salutation will enable you to address any one naturally and also make a material reduction in the stenographer's work.

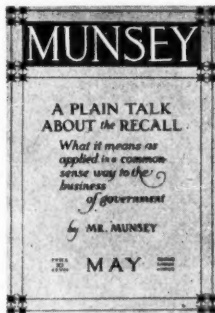
4th. Because a person who asks a question or states a proposition is more concerned about the answer than a lot of senseless preliminaries. The fancy covers of a catalogue cut a very small figure if there are no attractive offers inside.

5th. Because their omission gives a letter originality and distinction. Salutations are in letters to-day solely because they have been dictated by custom—and custom is often deficient in propriety.—*Charles R. Wiers of Larkin Co.*

### CENTRAL DIVISION CONVEN- TION PLANS

Arrangements are rapidly nearing completion for the convention of the Central Division Ad Clubs at Toledo, June 13 and 14, announcement of which was made in a recent issue of PRINTERS' INK. Word has been received that Dr. Harvey W. Wiley will be among the speakers at the big banquet at which Mayor Brand Whitlock will act as toastmaster. The entertainment features will be interesting and will include a boat ride on Lake Erie, a trolley trip through the picturesque Maumee Valley, with luncheon at Fort Meigs. Special care will be taken for the entertainment of the ladies who accompany the delegates.

G. Monroe Smith, who has been in the sales department of Manning, Maxwell & Moore for the past six years, has resigned and, May 1, became the Philadelphia representative of *Practical Engineer*.



**M**UNSEY is not a  
new magazine.

It has a long,  
honorable record.

It has served many ad-  
vertisers long and well.  
It is still doing it.

The Frank A. Munsey  
Company

175 Fifth Ave., New York

## PATENT BILLS A MENACE TO DEALERS

VICTOR TALKING MACHINE COMPANY SENDING OUT A VIGOROUS LETTER TO ITS DEALERS—HOW THE NEW REGULATION WOULD HURT THE RETAILER MORE THAN THE MANUFACTURER—FAIR AND DELIBERATE DISCUSSION NEEDED

The Victor Talking Machine Company is sending out to its licensed dealers a letter dealing with the proposed patent legislation in which its effect upon the retailer is set forth. The Victor Company shows that the passage of the new regulations would not so deeply affect the manufacturer who could still go direct to the consumer, as it would injure the retailer by depriving him of the protection against the price-cutter which the restricted price now affords him. It is pointed out that the restricted price is in reality an insurance upon the dealer's profits, since the manufacturer makes the same profit whether the resale price is fixed or not. A list of membership of the Committees on Patents of both the Senate and the House is appended to the letter, and dealers are urged to express their views to the Committee.

With regard to the patent bills, Louis F. Geissler, general manager of the company, writes to PRINTERS' INK as follows:

In our opinion, the removal of price restrictions on patented articles will be a great blow to a large number of manufacturers, as it is the only way at present by which goods manufactured to a standard of quality can be kept out of the hands of price cutting concerns, whose operations invariably injure the reputation, quality and demand for the goods they handle.

The great majority of dealers do not require an education on the advantages of maintaining prices; they understand it well enough already. The difficulty is that they are unable to follow out the policy which they know to be best on account of the purely selfish and wrecking methods of a few price-cutting concerns, and are forced into a price-cutting war whether they wish it or not.

If the maintenance of prices is prohibited by law, it will have a tendency to stimulate the business of sweat-shop manufacturers and merchants who handle cheap goods regardless of quality.

The compulsory license is perfectly

just in theory, yet it will require an ingeniously drawn law to enable it to accomplish the result expected. It often takes much longer than four years to perfect an invention. There are often reasons why an invention is not marketed other than a desire to deprive the public of its benefits; there may be patent complications to account for it. I do not believe that the world is suffering very greatly or that scientific progress is in the least retarded because of inventions that are locked up and kept off the market. A firm that is not more enterprising than to deliberately keep down the quality of its goods by refusing to use an improvement, which it knows of, is not likely to succeed in these days of competition.

It would be impractical for the Courts to fix a proper compensating royalty in the case of compulsory licenses unless indeed the Courts can at the same time guarantee to the inventor the validity of the patent without expensive litigation. On the whole, I believe the compulsory license will fail to give the results expected of it by those who suggest its adoption.

The Patent Law, of course, is not perfect, but it is the best patent law in the world. If the question is discussed fairly and deliberately by competent people, I do not believe that the radical changes suggested in the patent law, such as cutting out price maintenance and adding compulsory license will be adopted.

## PUBLICITY CUT FOOD PRICES

To prove that retailers were responsible for high prices the Pittsburgh Produce Trade Association, through the Industrial Development Commission, agreed to keep the public informed on the wholesale price of foodstuffs.

As a result there was a drop in prices last week of 25 to 75 per cent. Cabbage declined in the wholesale market fully 70 per cent, onions 50 per cent, and potatoes 20 per cent. Celery has dropped 75 per cent to \$2 a crate; strawberries declined 40 per cent to 7 cents a quart; oranges dropped to \$1.25 a box.

## MAN AS HIS OWN RAW MATERIAL

A German professor says that the average man contains fat worth \$2.50, enough iron to make a nail, phosphorus enough for the heads of 2,200 matches (the wood could be cut from his head), enough magnesium for some respectable fireworks, albumen equal to eggs, sugar and salt. Altogether the average man or woman is worth about \$7.50 at current prices, and with advancing rates there is no knowing what he might not go to.—*New York Sun*.

Frank H. Rowe has resigned as advertising manager of the Russell Motor Car Company, Ltd., of Toronto, and on June 1 will associate himself with E. L. Ruddy Company, Toronto, as promotion manager.

## Continuous Growth Shows Strength

The increased Kansas farm circulation acquired during the past 12 months, as a gradual growth, due to merit and editorial excellence—proves, for

# Kansas Farmer

that it has the strongest farm circulation, and is the most appreciated—by the farmers—of all Kansas farm papers.

The sufficiency of the proof is further attested by the fact that KANSAS FARMER is the *only* Kansas farm paper of State-wide circulation which has substantially *gained* in Kansas farm circulation, while other publications of claimed similar character have *lost* Kansas circulation—taking their own figures for the fact.

KANSAS FARMER secures and maintains its circulation purely on its merit as a *needed* and *practically helpful* farm paper, devoted *exclusively* to the science of Kansas farming. As such it is the peer of any paper.

Your Kansas agricultural advertising cannot reach your best possible Kansas trade unless your list includes KANSAS FARMER. *Over 60,000 circulation (all farm), at 30 cents a line.*

Let us furnish more proof.

## KANSAS FARMER

Topeka, Kansas

GEORGE W. HERBERT, INC.,  
Western Representatives,  
600 1st Nat'l Bank Bldg.,  
Chicago, Ill.,



WALLACE C. RICHARDSON, INC.,  
Eastern Representatives,  
41 Park Row,  
New York City,

Member of the Standard Farm Paper Association.

**The Convention City**

**We Want You in Toronto 1913**

TORONTO AD CLUB

**The Canadian Advertising Agents Association**

**TORONTO 1913**

**At Boston last**

**"Convince us that your invitation and we'll come."**

**Big Fishes—Realized Wishes**

**STW OR TO TORONTO FOR 1913**

**CANADA**

**Why?**

**In Will Pay You to Study Canada by a Personal Visit in 1913**

**The Commercial Press Limited**

**CANADA**

**J. WALTER THOMPSON COMPANY**

**Come and See Canada!**

**LA PRESSE**

**TORONTO 1913**

**The Toronto Daily Star**

**TORONTO 1913**

**WOODS-NORRIS**

**Advertising Agency**

**TORONTO, CANADA**

**The Globe**

**CANADA'S NATIONAL NEWSPAPER**

**TORONTO 1913**

**The Globe**

**CANADA'S NATIONAL NEWSPAPER**

**TORONTO 1913**

**WOODS-NORRIS**

**Advertising Agency**

**TORONTO, CANADA**

**38 pages in the**

**which 28 are here**

**the invitation for**

**cities, ad clubs,**

**lishers, retailers,**

**business associat**

**Several hundred**

**to our mod**

**urge their invit**

**at D**

**We have the**

**commodation is**

**tunities for enj**

**at un**

**The time is NO**

**is HERE—to**

**tional character**

**the A**

**Will you accept**

**fold invitation**

**Toro**

**Then meet us—**

**for us**

1913 We Want You in Toronto 1913

**The Canadian Press Association**

Wishes to acknowledge its indebtedness to the Toronto Ad Club for its splendid cooperation in the first National Campaign ever inaugurated to advertise Advertising, now running in 54 Canadian daily newspapers.

And joins with them in the hope that the Associated Advertising Clubs of America will decide to hold their next Convention in

**TORONTO 1913**

1913 We Want You in Toronto 1913

1913 We Want You in Toronto 1913

**The Canadian Press Association**

Wishes to acknowledge its indebtedness to the Toronto Ad Club for its splendid cooperation in the first National Campaign ever inaugurated to advertise Advertising, now running in 54 Canadian daily newspapers.

And joins with them in the hope that the Associated Advertising Clubs of America will decide to hold their next Convention in

**TORONTO 1913**

1913 We Want You in Toronto 1913

1913 We Want You in Toronto 1913

**OTTAWA CANADA**

THE WORLD'S MOST BEAUTIFUL CAPITAL

Associated Advertising Clubs of America

A Most Cordial Invitation  
you hold in 1913

**Convention in Canada**

COME! PAY the GREATEST of Britain's Great DOMAINS a Visit. A Right HEARTY Welcome Awaits You.

The Ottawa Ad Club

1913 We Want You in Toronto 1913

in last we were told:  
us that you are serious in  
tation the Convention—  
come.”

in the day VOICE (of  
are here produced) repeat  
tion for Canada's biggest  
clubs, manufacturers, pub-  
lishers, engravers,  
associates.

hundreds have contribu-  
ted a modest fund to  
invitations at Dallas.

the location, our ac-  
tion is surpassed, oppor-  
tunities enjoyed unequalled.

is NO—the opportunity  
—to establish the interna-  
tional Association.

accept Canada's many-  
tation Toronto 1913?

us—for us—in Dallas.

1913 We Want You in Toronto 1913

**IDEAL BEDDING COMPANY**

Wishes to acknowledge its indebtedness to the Toronto Ad Club for its splendid cooperation in the first National Campaign ever inaugurated to advertise Advertising, now running in 54 Canadian daily newspapers.

And joins with them in the hope that the Associated Advertising Clubs of America will decide to hold their next Convention in

**TORONTO 1913**

1913 We Want You in Toronto 1913

1913 We Want You in Toronto 1913

**THE HERALD**

Proven Circulation

**SPECTATOR**

Has the Largest Paid City Circulation

1913 We Want You in Toronto 1913

1913 We Want You in Toronto 1913

**"Quebec" means "Welcome"**

WELCOMES

1913 We Want You in Toronto 1913

1913 We Want You in Toronto 1913

**"Quebec" means "Welcome"**

Welcome to Canada in 1913

**QUEBEC AD CLUB**

1913 We Want You in Toronto 1913

1913 We Want You in Toronto 1913

**The Hamilton Times**

Has the Largest Paid City Circulation

**The Brantford Ad Club**

1913 We Want You in Toronto 1913

1913 We Want You in Toronto 1913

**PAQUET COMPANY**

1913 We Want You in Toronto 1913

1913 We Want You in Toronto 1913

**MASSEY-HARRIS CO. Limited**

**TORONTO AD CLUB**

**TORONTO in 1913**

1913 We Want You in Toronto 1913

1913 We Want You in Toronto 1913

**"At Home" Toronto 1913**

COME to the city of 425,000 residents. Come prepared for the time of your life. All of Toronto's 425,000 in general, and E. J. Ruddy Company in particular unite in inviting you to a real "at home."

**E. J. RUDDY & CO.**

**OUTDOOR ADVERTISING**

1913 We Want You in Toronto 1913

1913 We Want You in Toronto 1913

**Nineteen-thirteen CONVENTION TORONTO**

The Hamilton Ad Club joins with the Toronto Ad Club in extending a hearty invitation for the

**Nineteen-thirteen CONVENTION TORONTO**

Come to Toronto in 1913 and spend a day in HAMILTON

**"Hamilton Grows—There are Reasons"**

1913 We Want You in Toronto 1913

1913 We Want You in Toronto 1913

**"Hamilton Grows—There are Reasons"**

**Nineteen-thirteen CONVENTION TORONTO**

Send a Day in Hamilton

1913 We Want You in Toronto 1913

## Certainly—they're interested in the same things you are!

American business men are a unit in their news reading.

They all want news of:

Their trade and general business;  
Politics and legislation;  
International affairs of moment; and  
Current sensations—in brief.

The 275,000 farmers who read The Weekly Kansas City Star are no different from any other class of business men.

The Weekly Kansas City Star gives them all this news like any metropolitan newspaper.

But—

For every column of *general* news it gives an equal space to news of their "trade":

Market Reports;  
Farming Methods;

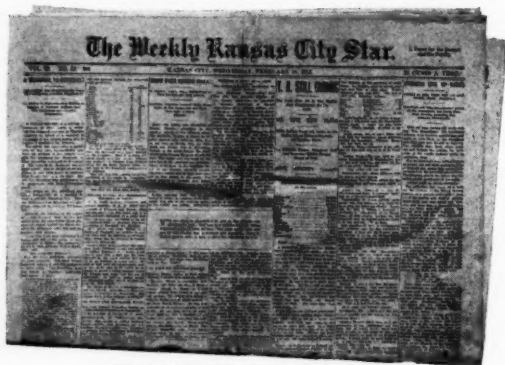
Weather Conditions;  
Crop Conditions;  
General Business Conditions the world over, etc.

The women of their families find at least one third of its space devoted to their interests.

Interested?

## The Weekly Kansas City Star

Read by 275,000 of America's  
Richest Farmers



THE FARMERS' NEWSPAPER

**An "Original" Farm Journal---There's No Substitute for the Kansas City Weekly Star**

New York, 41 Park Row

Kansas City, Mo.

Chicago, Hartford Bldg.

## HELPING DEALERS RING THEIR CASH REGISTER BELLS

THREE DIFFERENT KINDS OF TRADE  
AID LITERATURE REQUIRED TO  
REALIZE, IN STORE SALES, THE  
BENEFITS OF NATIONAL ADVERTISING—SOME REASONS WHY DEALERS DON'T ACKNOWLEDGE INQUIRIES REFERRED TO THEM—RESULTS OF INVESTIGATION OF INQUIRIES MADE BY ADVERTISING MANAGER—ADDRESS BEFORE MILWAUKEE AD CLUB

By R. P. Spencer,

Advertising Manager, Geuder, Paeschke  
& Frey Co. (Cream City Ware),  
Milwaukee.

The manufacturer in getting up a campaign of national advertising usually gets out a fine folder, showing a series of advertisements, which are to appear in the magazines, street cars or whatever mediums are to be used and sends it to the dealer telling him to stock up with the goods because just as soon as these advertisements appear the public will be battering down the merchants' doors in order to get the manufacturer's product.

They picture a stream of money pouring into the dealer's store; show the dealer holding a bag to receive the money. As a result of campaigns like this the dealer is certain to hold the bag, but it's a sure gamble that there won't be any money in it. The advertising man who wrote the campaign bulletin couldn't believe such things himself, that is, if he had any right to be an advertising manager. How then can he expect the hardware dealer to have faith in it. Mrs. Rorer wouldn't publish in the women's journals a recipe for making a certain kind of cake until she had thoroughly tested out the recipe, and knew that with ordinary attention on the part of the housewife to the instructions given, the results would be satisfactory. Think then of the many advertising campaigns which start out with the blare of trumpets and a beating of drums; the work of an advertising agent and an advertis-

ing manager who sit in a finely equipped office and plan the campaign on a mahogany desk *when it ought to be planned on the dealer's counter.*

In order to advertise for the dealer you have got to be a dealer in spirit if not in fact, and in my work I find that the most precious experiences in my life have been the hours which I have spent behind the counter in a retail store in the actual making of retail sales to the public. I believe that a manufacturer should thoroughly canvass the retail dealer's needs, and get as nearly a perfect understanding as possible of just what the dealer is up against before he tries to procure his co-operation.

If you can make it possible for him to play tunes on his cash register you can be mighty certain of getting all the co-operation you want, for, as Bert Williams sings it, "It's Harmony." While anyone would be foolish to say that national advertising does not benefit the dealer, it falls far short of benefiting him *unless* the manufacturer plans the details of his campaign to make the national advertising an adjunct to the local activities of the dealer.

It isn't as hard as it may seem, for if separate and distinct plans are devised in which the big city dealer, the semiurban dealer, and the small town dealer may cash in on the national advertising the dealer is as a rule glad to invest his own time and money on the proposition.

To put out a national campaign, however, with one set of follow-up and trade aid stunts to assist all the dealers alike is absolutely foolish, for what is good for the dealer in Milwaukee may not be good for the dealer in Oshkosh, and what is good for the dealer in Oshkosh may not be good for the dealer in Schleisingerville. However, three different sets of plans for local advertising co-operation by the dealer will do the business nicely where one plan to cover all three does just about as much good as trying to fry ice.

It is the women who spend 85



per cent of the appropriation of the household merchandise, and the *great art of selling the women is to get them into the store*. In my work I impress upon the dealer that a woman likes to spend money, and that if he makes her want hardware a little bit more than she wants a new ribbon or some new slippers, he will get her money rather than the other dealer, provided that he can get her into the store. And right then is the time to show him how to get her into the store.

I think that a manufacturer expects too much of the retail hardware dealer, and does not realize exactly what he is up against. To my mind the watchword of advertising by the hardware manufacturer is education. He must make the hardware merchant see just how important his store and his goods are in the community in which he lives, how closely interwoven his business is with the daily life of the people, and how to influence the women to spend more of their money in the hardware stores than they do now.

I read a long letter in the April 12 issue of the *Hardware Reporter*. The advertising manager of the manufacturer complains in his letter that the hardware dealer does not acknowledge the receipt of the inquiries which are turned over to him and that lack of interest on the part of the dealer has resulted in many manufacturing concerns turning from the retail dealer to the consumer direct. Of course, there is a whole lot of truth in this, but that man should remember that the average hardware dealer works with his hands as well as his brain, and between doing the buying, selling and bookkeeping, to say nothing of acting in various capacities around the store, doesn't have much time to write letters unless he sits up all night to do it. He doesn't have a stenographer at his elbow, and a well laid out filing system for taking care of all correspondence with a clerk to attend to it because his business wouldn't stand the expense. I believe that any manufacturer who secures the

friendship of the dealer will find that the inquiries referred to the dealer receive attention as a rule even if the manufacturer doesn't always get a letter of thanks.

#### MAKING INQUIRIES REFERRED TO DEALERS PAY

I know from personal experience that if a manufacturer has thoroughly acquainted the hardware dealer with his proposition and secured the thorough understanding and consent of the dealer to his plans he is bound to get results from the inquiries which he refers to him.

I just said, "Secures the consent of the dealer to his plans," and let me tell you this means a great deal. How can a manufacturer expect that a dealer who has never seen a salesman of the manufacturer or seen his plant, is going to pay a whole lot of attention to the notification that Mrs. Jones of his town is interested in whatever the manufacturer has to sell? I don't believe in referring inquiries to dealers unless you have some reason to believe in advance that the dealer is interested in your proposition, and the inquiries are going to have attention. The trouble is the average manufacturer thinks that the dealer is going to go crazy over a few inquiries received from his town and wonders why the dealer doesn't turn himself inside out to send him some orders. For all the manufacturer knows the inquiries may be from people whom the dealer personally knows and who either haven't the money to buy with or haven't any use for the article advertised. Perhaps they answered the advertisement out of curiosity or some other similar motive.

I have taken occasion a good many times to call at the homes of people who have sent an inquiry and will mention just one of a good many instances that will go to show you that it isn't always safe to bank upon inquiries. I received an inquiry from a lady from Pt. Washington, which mentioned the name of a Pt. Washington hardware dealer. As



I like to get out as often as I can and view conditions at first hand, I jumped on a trolley car and went out to Pt. Washington. I found out where the lady lived and had to hire a horse and buggy to drive out a mile and a half from the center of the town to see her. I found out that her husband was a shiftless sort of a fellow who wasn't very fond of work, and had never made more than nine dollars a week in his life. After getting back to town and making inquiries among the hardware dealers, I found that the lady in question owed everybody in town and couldn't secure another dollar's worth of credit.

This is only one of numerous similar instances which I could relate to you out of my own experience. Now in the ordinary course of events, if I had referred this inquiry to the hardware dealer whose name was mentioned, I would have wondered why in thunder he didn't sell this woman and why I didn't get an order. You can't expect the retail hardware dealer who knows everybody in his town and for miles around to tear his shirt over every inquiry he gets, because a great big bunch of them are worth just about as much to him as a plugged nickel.

#### SERVICE DEPARTMENT IN COPY WRITER'S MIND

If the manufacturer will maintain a service department for the dealer and prepare for him ads and copy suited to the dealers' particular needs, he will do a whole lot more for himself than he will by expecting the dealer to use ready-made electrotypes. I have seen the advertising bulletins of various big manufacturers in which they rave about their advertising service department for dealers, and with one exception have found that these departments existed only in the mind of the copy writer. One of the first laws of advertising is that it must be founded on truth and the dealer has been filled so full of hot-air as to what the advertiser will do for him, and at the same time has so little done for him that it makes it just so

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## Fact 14

**336** national advertisers (representing **129,418** agate lines) were careful to include the Christian Herald in their 1911 schedules, although they did not advertise in any other religious periodical. They know that the Christian Herald is in a class by itself.



*Advertising Manager*

## Christian Herald

**Circulation 300,000 Guaranteed**

**Chicago NEW YORK Boston**

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much harder for the manufacturer, who is honest in his endeavor to co-operate with the dealer for their mutual good.

SHOW THE DEALER HOW TO ADVERTISE LOCALLY

Finally, I want to say that from my experience, the way in which the manufacturer can best co-operate with the retail dealer in his advertising, is to show the dealer how to make local newspaper advertising, window trimming, store arrangement, circularizing and moving picture advertising, coincide with and strengthen the effect of the manufacturer's national advertising. It is easy enough for a manufacturer in his advertising literature to tell the dealer to trim his windows, to advertise in his local newspaper, to arrange his store properly, to send out circulars and literature to his customers, etc., but the thing to do is not to tell him to do this, but it is to *show him how to do it*. To show the dealer how to do these things you have to know how to do them yourself, and I firmly believe that the reason that a good many manufacturers do not secure dealer co-operation through their advertising, is because their plans and suggestions do not hit the dealer where he lives.

Competition is no longer a hand to hand fight between two manufacturers or two merchants in similar lines of trade. It is an interesting strife for a premier position of one line of trade against all other lines—each particular line of business against all the others. I believe that the manufacturers of articles which are sold by the retail hardware dealer, can do more good for the retail hardware dealer and themselves, if they get together and contribute to a common fund, their knowledge of the retail hardware dealer's needs and conditions which has been gained from their varied business experience.

A manufacturer can best have his advertising co-operate with the retail hardware dealer's business *when he understands retailing nearly as well as he does manufacturing* and not before.

## THE SALESMEN OF SOME MANUFACTURERS

SPECIMENS WHO ARE NOT SO GOOD AS THE COPY THAT ADVERTISES THEIR "LINES"—WAITING ORDERS THAT THEY DID NOT GET, AND WHY—A REVIEW OF ONE DAY'S QUOTA

By Dr. Berthold A. Baer,  
General Manager The Charles E.  
Hires Co., Philadelphia, Pa.

And now comes the salesman.

I have read in PRINTERS' INK how the representative of the jobber or wholesaler impresses the retailer.

Now let us look at the manufacturer's salesman who approaches the manufacturer.

No. 1. A young man. Wants to sell me an automobile truck. My investigations enabled me to corner him several times. Ere long he tells me that up to five weeks ago he was a mechanic and is now sent out by his employers as salesman.

Needless to say I did not buy this firm's truck.

And their advertisements are high-grade.

No. 2. A representative of one of the largest printing and lithograph houses enters. He begins with criticising my advertising matter. I stop his flow of language and ask him if he came to criticise my goods or to sell his. "Why, to do the latter, don't I have to do the former?" he asks naively.

I ask his prices—he does not know anything about prices. He wants to know "my needs" and then will get quotations from his office.

I did not "need" anything, but "gave" him something—advice to go home, get better acquainted with his sales manager and then begin all over again.

This firm spends thousands of dollars each year on calendars and advertising folders.

No. 3. The representative of a house in whose goods I am very much interested. I have an order ready. He enters, well dressed, smilingly, his hat on his head, a cigar in his mouth. Puts

cigar on my desk. Offers me "a smoke." I never smoke. He is very funny; he knows the latest jokes, ha! ha! Now he talks business, but I don't listen. My thoughts hang on his hat, wondering if he ever takes it off.

Exits without an order.

No. 4. Represents a large manufacturer whose goods we used before. Saw me once before and thinks he knows me now well enough to ask me out for lunch. I never eat. His views on politics differ from mine. While he talks, he picks up almost everything on my desk. He gets me fidgety. I am not in the market for anything and drink a glass of "Purock" as soon as the door closed behind him to settle my nerves.

No. 5. Salesman for advertising novelties. Puts his satchel on my glass-covered desk. I kindly ask him to use a chair. He leans on the glass—I beg him to sit down. Why does this man come in here with a dirty collar? And just look at his finger-nails! When he opens his mouth, he puffs out a breath of tobacco. And surely he needs a haircut and a clothes brush.

What did he offer? Beg pardon, I do not know. I was too busy thinking how to get rid of him.

No. 6. Enters a man about thirty-five, clean cut, fashionably dressed, every move the air of a confident salesman. Glad to see him.

Soon he tells me his sales manager is too silly to live; the house he represents is all right as far as it goes; what they need is another purchasing agent. The superintendent of the factory does not know his business and if he, the salesman, would not teach him how to do things, the firm would have to go out of business. The president does not give him a fair show. The firm does not pay him enough wages and he will not stay if they do not give him a raise. The assistant manager is a crook and the secretary an ass. But otherwise everything is all right.

Good night!



believes in the good faith of the advertisers whose business announcements appear in its columns. Advertising of doubtful nature or from questionable sources is not accepted.

GRIT'S advertising columns are of great interest and value to its readers. They are in a sense a market place for them. GRIT strives earnestly to make them a market place of high reputation free from fraudulent users.

GRIT wants its readers to patronize the advertisers who spend their money in its advertising columns, but is quite as anxious that every one of those readers who spends a dollar in response to the advertising that appears shall get value received.

The co-operation of GRIT'S readers, GRIT'S advertisers and GRIT'S publishers in this connection make its advertising columns of great value to all concerned.

Over a quarter of a million homes in the smaller cities, towns and villages are reached each week. The kind of homes most advertisers are very desirous of reaching.

Ask us to prove it.

THE JOHN BUDD COMPANY  
Advertising Representatives,  
Brunswick Bldg., New York; Tribune  
Bldg., Chicago; Chemical  
Bldg., St. Louis.

## IS THE CANADIAN MARKET ESCAPING?

EVIDENCE THAT MANY MANUFACTURERS ARE REGARDING IT INDIFFERENTLY—GOODS KNOWN IN THE UNITED STATES OFTEN UNKNOWN IN THE DOMINION—THE IMPORTANCE OF "GETTING IN ON THE GROUND FLOOR"—CANADIANS HAVE LIKING FOR AMERICAN BRANDS

By Frank H. Rowe.

There is a certain English company which has been advertising for years in a list of Canadian newspapers. Every year a number of these papers are chopped off the list. Why? Because their rate has passed a certain price per line, and our English friends are determined to pay no higher than a certain limit for Canadian advertising. The process of pruning has gone on some time, and the list as now used is a joke—the dregs of what once was a pretty fair showing.

There is an advertising agency in New York, one of the largest, and whose name would interest you, should I disclose it, which was sending copy regularly to a Canadian periodical months after it had ceased publication. Let us hope that the agent was not billing the advertiser!

The point is, that for some strange reason many advertisers have looked upon the Canadian end of their business with a dull eye. Many think of Hudson Bay in a vague sort of way when Canada is mentioned and forget that Toronto, a city of 400,000, *half of which is the growth of ten years*, is approximately as near the North Pole as Boston.

The situation in Canada has become interesting. Figures are usually dull things which we skip or else read and then promptly forget. I have no intention of flinging figures at you here, but I will say that it will pay American houses which might be advertising here to look up the growth of Canadian population (as suggested by the above statement concerning Toronto), and

see whether their future interests on this side of the line will not bear watching.

The opportunity for American invasion of the Canadian market with local factories and definite Canadian advertising campaigns is unquestionable. Scores are already here, but they are few compared with the number who might profitably come in.

There is an amazing backwardness on the part of Canadian manufacturers in some lines to see the handwriting on the wall and forestall coming competition by clinching public favor with first-class advertising.

It is a mistake, however, for the American manufacturer to believe that Canadian made goods are necessarily inferior to his own. In some cases they are inferior, and in some cases they are not. They, themselves, vary in merit, just as American goods vary. On the whole, and I speak as an American who has been transplanted long enough to know, I believe the American goods to average better, and to be more uniform in quality.

Entirely aside, however, from the relative merit of American and Canadian merchandise is the attitude of the public toward the two.

The loyalty cry in Canada is very strong—fostered, too, by the reciprocity incident. Let an American ask the average Canadian if he does not prefer American goods, and he will meet an indignant denial. And yet he frequently does prefer them.

There is a glamor about "imported" goods that tickles the Canadian fancy, just as it tickles the American fancy. It would seem that goods (like prophets) are not without honor, save in their own countries. At heart, most of us like something that comes from somewhere else.

So it is in Canada—deny it as they will.

So must Canadian manufacturers have recognized it, and (very wisely, to my mind) worked against reciprocity.

So plainly did one Canadian manufacturer whom I know rec-

ognize it that he instructed his advertising agents to leave his Canadian address out of his advertisements of haberdashery because (so he said) the Canadian public foolishly thought the most stylish apparel must come from "the other side."

The enormous growth of imports to Canada from the United States is the final and most tangible proof of the regard which Canadians have at heart for American goods.

#### ADVERTISING HAS CAPTURED CANADA

But which are the American goods that Canadians feel are a little bit better than the home made?

They are the advertised kind.

The American living in Canada is constantly amazed to find that certain goods which he has enjoyed for years are unknown here. Only when he realizes that they are goods which are not widely advertised does he realize why.

The American manufacturer, if he wants to take advantage of the prestige of American-made goods in the Canadian mind, needs to get busy. The American manufacturer, if he wants to get in on the ground floor, where a nation is growing very fast, wants to start out immediately.

Already the hold captured by American firms who have established factories here is a hold which competitors will find strong when they come into the field.

Furthermore, remember that the assured future of Canada as a consumer of goods is something which cannot be overlooked, for she has gone too far now for her commercial destiny to be belittled.

A few years ago, the waiting list of able young men desirous of entering mercantile or industrial establishments in most Canadian cities frequently ran into the hundreds, and hence the general exodus to the States. Today the situation is very different. Many of those same young men have come back, while an ever-increasing number of Amer-

No writer of our time has so keenly depicted the multi-millionaire of this day—his manners and his morals—as Finley Peter Dunne.

"In The Interpreter's House"

—in the MAY  
AMERICAN  
MAGAZINE

You can make more impression with one good stone than with a handful of sand. One copy of a magazine that is desired, read, pondered and acted upon is better than a hundred that tickle the idle, lie around and are forgotten.



ADVERTISING DIRECTOR

icans are finding the Canadian field profitable.

Now is the time for the American manufacturer to get into Canada with both feet. Now is the time for him to establish his Canadian factory, or in any event, to establish good representation, send in his goods and put his Canadian advertising into the hands of men who know the Canadian field. If your Canadian appropriation seems small as compared to your expenditure south of the line, you will not give it scant attention once you realize both the present and potential possibilities of the Canadian market.

But my criticism of certain Canadian manufacturers who fail to see the handwriting on the wall should not give any one the idea that they are all thus.

Far from it. The Canadian Manufacturers' Association and the Canadian Home Market Association are bodies whose intelligence, resource and initiative show that up-to-date enterprise knows no geographical limitations. They are doing immense good for Canadian interests.

About the middle of May there will start across the continent what is to be known as a "Made in Canada Special."

This, briefly, is a train consisting of eleven special, big, new express cars, given over exclusively to the display of Canadian-made goods. The cars are sixty feet long, and the space is let at a high stipulated price per foot. Each car is handsomely decorated and electric lighted. In most cases the exhibits are arranged along one side, leaving space for a passageway the entire length. Attached to the train are Pullman cars for the accommodation of those who accompany the exhibits. Several of the country's most prominent manufacturers will personally travel with the train for at least a portion of the trip, which will extend over six weeks' time. His Royal Highness, the Duke of Connaught, governor-general, will officiate at the formal opening of the train before the start.

This is an enterprise of the

Canadian Home Market Association, whose object is to open the eyes of Western Canada to the variety and desirability of Canadian-made goods, and stimulate demand for the home product. A few of the goods which will be shown are: Automobiles, pianos, cement, bathroom fixtures, rubber goods, stoves, bicycles, etc., etc. One car will be a miniature factory in operation, another a fully furnished model house.

The train will stop at all the important points on the Canadian Pacific Railway, where it will be open to the public. It has been widely advertised in advance. Free lectures will be given in local theatres and halls on Eastern manufacturing and agricultural subjects, illustrated by lantern slides showing views of many of the largest industries.

This innovation is interesting in many ways, but most in its significance as to the growing determination of the Canadian manufacturers to secure their heritage. A few years ago such an enterprise would not have been attempted here.

I repeat that if the American manufacturer really wants this market he has a good fighting chance to get his share, but he should stop flirting with the subject and get down to business.

#### FARMERS AS THEIR OWN SALESMEN

Charles S. Barrett, of Little Rock, president of the Farmers' Union, has addressed a letter to the officers and members of that organization. Following are important parts of it:

"It is a conservative estimate that if the farmers of this country got together in a national selling plan they would save to themselves \$300,000,000 or \$400,000,000 a year.

"What is needed is the determination and the ability to get together on some one big, feasible, national system, every producing farmer a cog in a great, big selling machine, and with men big enough and broad enough and consecrated enough at the head to run the machine rightly.

"This is an age of concentration, and every industry save that of agriculture is obeying that law. Unless agriculture wakes up and adopts the same method—the twentieth century method—we're going to keep on working for and supporting every combination under the sun except our own."

## SOUNDS PRETTY STRONG TO HIM

48 Reypen Street, Jersey City, N. J.  
*Editor of PRINTERS' INK:*

Reading with considerable interest the article in *PRINTERS' INK* which advocated the cutting down of a head reading "How a Manufacturer Cut His Lubrication Bill \$15,000 a Year" to "Cut His Lubrication Bill \$15,000 a Year" in a recent ad of the Keystone grease concern, it seems to me that one very big thing has been overlooked.

It has also occurred to me that a cut of \$15,000 per year in lubricants for any manufacturer to make is too much of a statement to swallow whole without choking. If our friends of reason-why-copy inclinations should ever begin to dissect that statement—good night.

Up in Madison Square the other day this particular subject came up for discussion among a group of the bright eyes of the advertising world and a very exceedingly bright thinker came to the plate and batted out a "homer" as follows: "If the statement is a true one that some manufacturer had his lubricant bill cut \$15,000 we might grant for the sake of an argument that he probably saved fifty per cent. Now he would, before the flood, have been spending \$30,000 of his good money every year for greases and when we consider his raw product, costs of production, his plant and its equipment, his labor and a lot of other very necessary evils such as sales, advertising, executive, legal, shipping, accounting departments, etc., can you see what size of a concern this will amount to if the same proportion is kept. Nothing short of the Steel Trust looms up."

Every one knows that Brother John D. has the oil situation of the earth in his vest pocket. Everybody else in the oil business may be patting themselves on the back that they are entirely independent and can tell the presiding elder to go take a bath in his oil, but they are only dreaming. Can you imagine the nightmare John would have if he knew that one of the dreamers was actually selling some such dear friend of his as the Steel Trust only \$15,000 a year, when John himself formerly sold him \$30,000.

Now in all seriousness: *PRINTERS' INK* has been making a fuss over what some one in the South has recently done to prevent a small clothing man advertising what was not so. How about going after such statements as "Cut His Lubrication Bill \$15,000?"

W. H. STUART.

## OFFICERS OF FOREST AND STREAM PUB. CO.

At the annual meeting of the directors of the Forest and Stream Publishing Company, held May 9, Charles Otis, for a number of years president of the *Wall Street Journal* and New York News Bureau, became president, and W. G. Beecroft, editor of *Forest and Stream Magazine*, was elected secretary, succeeding C. R. Reynolds. S. J. Gibson was re-elected treasurer. Mr. Beecroft becomes the new member of the board of directors.

## Pawtucket and Its Newspaper

Pawtucket is a growing town. Its people are proverbially well-to-do. The very appearance of the city, its multitude of personally owned residences, its modern equipment and the enormous figure of its saving bank deposits (\$13,000,000) stamp it as a field scarcely approached in this Union, certainly to be among the first considered in connection with New England.

Pawtucket, Rhode Island, population 51,000, is growing more than 1,000 in population each year or at the rate of almost thirty per cent. each census. As growth affects Pawtucket so does it affect its trading radius, whose population is 130,000, including Central Falls.

The *Evening Times* is the largest one-cent evening newspaper published in New England. Its net paid circulation is guaranteed in excess of 19,000, and you may write your own guarantee or accept that of the Association of American Advertisers.

Forty-five per cent of our advertising is done by the merchants of Providence, who form the best array of testimonial proof we could offer. They realize they must use The *Evening Times* and they absolutely know the value of this field.

## The Evening Times

Pawtucket, Rhode Island



# WANTED

## AN

# ADVERTISING

# MANAGER

¶ With our two monthly trade journals, THE PHARMACEUTICAL ERA and THE SODA FOUNTAIN, we have developed more real advertisers than has any other journal or journals published for the drug trade.

¶ Not simply space buyers, but intelligent advertisers who expect results, and who make their advertising in these journals a paying investment.

¶ We have done this by selling our space entirely on a guaranteed basis; by not asking our advertisers to pay for circulation which they did not receive; by having but one schedule of rates, and by not asking any fancy prices for our space—All backed up with live journals and aggressive management.

¶ These results have been accomplished largely through our personal efforts, and we would now like to secure the services of a trained advertising man who can build on this success, and give us an increasing number of such customers. There are *hundreds* of manufacturers who could use these journals with profit, *if they were but shown how to do it.*

¶ It requires a man with brains and ideas who can comprehend what we have, study a manufacturer's problems, help him to solve them, and make him a satisfied and a permanent customer.

¶ If you are this kind of an advertising man and seeking such a connection, we shall be glad to hear from you. Tell us your story, your record, what you have done and what you think you are capable of doing. If you want to study the journals first, we will send you copies and rates on application.

¶ If your story interests us we will then arrange for an interview, but please do not take up your time or ours, unless you are the kind of a man who "works below the surface," and one who is *willing to demonstrate* what he can do.

¶ It is a straight, business proposition and a desirable opening, for the man who can handle the same successfully.

**D. O. HAYNES & CO.**

Publishers

82 Fulton St. New York

## CREATING A FAVORABLE JOBBER INFLUENCE

MISUNDERSTANDING OF JOBBERS' TASK BY MANY ADVERTISERS — THE KIND OF LITERATURE THAT GETS A READING BY JOBBERS' SALESMEN — NEED OF A PROVISION FOR THE JOBBER IN A MANUFACTURER'S ADVERTISING CAMPAIGN

*By a National Advertiser.*

Too many manufacturers are prone to curse the jobber's salesman because he does not thoroughly understand their advertising campaign. They forget that he has a book bigger than Webster's dictionary to carry around with him and that he has thousands of different articles to sell. Literature directed to the jobber should be short and snappy, give him the meat of the proposition in as few words as possible because he can't give all his attention to the campaign of any one manufacturer, no matter how wonderful it may be.

I believe that one of the most important factors in securing co-operation between the manufacturer and the retail hardware merchant is the hardware jobber, the ambassador plenipotentiary to the retail hardware trade. The two big wholesale hardware houses of my city have upwards of a hundred salesmen calling upon the retail hardware dealers throughout the Middle West and their representatives see their customers not less than once every three weeks. As a general rule these jobbers' salesmen know the hardware dealer as they know their own family, and the moral and physical support of the representatives of the hardware jobber has a mighty force in favorably influencing the hardware dealer toward the manufacturer's product.

I believe that a manufacturer should plan his advertising so that it will pay the jobbers as well as the retailers to secure its benefits. If he has an advertising and selling campaign that is worthy of the earnest co-operation of the re-



tailer he will make a serious mistake if he does not present his plans to the jobber and secure permission to present his proposition to the jobber's salesmen so that they will thoroughly understand and work in harmony with it.

#### THIS RINGS TRUE

We want every dealer to remember this: Our offers of special bargains are not done with the intention of handing you any of our dividends. We are not taking part of our profits and handing it to you. We are not stopping our advertising. There is nothing about our prices, our product, our special offers that you can call philanthropical. We are doing business. We are making profits. We are paying our stockholders dividends. We are not giving anything away and we are not trying to hoodwink you into believing that we are.

When any manufacturer tells you he is giving you his dividends you know what to call him. Hand it to him from the shoulder.

Every offer of a big value that we send to our customers comes through new economies in manufacture or buying. We do an immense business. By concentrating our buying, and by taking advantage of certain market conditions, we can get materials cheaper than a manufacturer half our size. By constant study and invention we can manufacture cheaper. All this enables us to make better prices. Our prices were never so low as they are today, after three or four years of steady advertising. And we have never put so much real value and intelligent effort into our products as today.

We are in this business to make money. We pay our stockholders dividends. To pay dividends we must have your business, to have your business we must give you values and that is what we are doing.—From *"Getting Together,"* house-organ of Barcalo Manufacturing Company.

#### NEW YORK STATE'S DELEGATION TO NATIONAL CONVENTION

Lieutenant Governor Conway, acting as Governor, has appointed the following delegates to represent New York State at the convention of the Associated Advertising Clubs of America: Walter B. Cherry, Syracuse; Herbert S. Houston, New York City; Paul Block, New York City; George B. Van Cleave, New York City; Walter C. Hines, New York City; William Johns, New York City, and Lewis Jones, of Rochester.

#### BOTH WAYS

Gibbs.—"Personal appearance is a helpful factor in business success."

Dibbs.—"Yes, and business success is a helpful factor in personal appearance."—*Boston Transcript.*



When the King appeared the populace all cried with one voice:

"O King, live forever!" and immediately the king lived forever.

Some advertisers talk to an advertising medium in the same way. They give it one advertisement and say:

"There now. Make good!"

And does the medium immediately make good? Not at all. Not even a good medium makes good unless it is consistently and persistently used.

Select your mediums with the idea of permanent relations, and then enter into permanent relations. On that basis successful advertisers are successfully using

## FARM AND FIRESIDE

THE NATIONAL FARM PAPER

New York Springfield, Ohio Chicago

## NOT TO "RAILROAD" PAT- ENT BILL

WASHINGTON LEGISLATORS PER-  
CEIVE WIDE RAMIFICATIONS OF  
PROPOSED MEASURE AND ARE TO  
MAKE HASTE SLOWLY—THE DE-  
VELOPMENTS OF THE WEEK AT  
THE HEARING—INSIDE FACTS  
ABOUT MANUFACTURING AND  
SELLING REVEALED IN TESTI-  
MONY

### *Special Washington Correspondence.*

The hearings at Washington on the proposed new bill to revise the Patent Laws will extend far beyond the time anticipated. It had been expected by the members of the Committee on Patents of the House of Representatives that they would be able to conclude the hearings about the time that this issue of PRINTERS' INK reaches subscribers. Chairman Oldfield stated to your correspondent just as we go to press, however, that so much interest has been aroused among manufacturers and so many are seeking to be heard in opposition to the bill that the hearings will continue, in his judgment, at least a week beyond the time above mentioned and probably longer. Although some of the members of the committee are anxious to close the matter up as soon as possible, the chairman seems to be yet firm in the stand he has taken all along that every interest should be heard before the hearings are terminated.

The menace of the proposed bill appears all the more threatening these past few days owing to the growing probability that Congress will be in session a considerable portion of the summer. When it was the general expectation in Congressional circles that the national legislature would rush through its urgent business in order to adjourn before the Presidential conventions in June, the manufacturers were naturally encouraged to hope that this patent issue might be postponed until next session, if not indefinitely. But if the present plan goes through—to have Con-

gress simply recess for the conventions and come back to Washington in July—there will be much more chance of action on this subject, as the law-making body will then have plenty of time to consider everything that is pushed at all. And this measure is sure to be pushed by certain Congressmen who are imbued with the belief that it affords ammunition for the coming political campaign.

But whether the subject comes to a head at this session or is merely given a place on the "calendar" for consideration early in the next session, one thing can be set down as certain. This is that no attempt will be made to pass the bill as introduced in the House and Senate. The investigating committee has already discovered that the patent system is much too big a subject and has too many ramifications to be completely revised in any one bill. This realization is the explanation of why the hearings have latterly been restricted to the two most radical features of the new bill, those embodied in sections 17 and 32. And, of course, this narrowing of the scope of the revision will not help manufacturers much, for the two sections upon which the Congressmen are now centering their attack are the very ones which would most seriously affect manufacturing interests through destroying the system of price maintenance based on patents and providing for the compulsory granting of licenses in the case of patents where manufacture is not inaugurated within four years.

Chairman Oldfield seems to be in favor of substituting for the present bill a new one which would amend the existing patent law only to the extent of embodying the substance of section 32.—the one that deals the death blow to price maintenance. This, as he conceives it, would satisfy the popular clamor that has arisen as a result of the Supreme Court decision in the Dick (mimeograph) case and would leave all the other provi-

sions of the original bill to be threshed out at some future time. However, some of the other members of the committee are strong in the belief that, whereas the scope of this revision of the patent laws must be greatly curtailed over that contemplated in the original bill, it is essential that the present amending write into the law the substance of section 17 as well as section 32. Which of these views will prevail cannot, of course, be determined until the committee convenes to prepare its recommendations at the conclusion of the public hearings.

#### HOW FOUR YEARS' WORK MIGHT BE NULLIFIED

It should be noted just here, however, that manufacturers are likely to be more seriously inconvenienced should section 17 become a law than they evidently suppose—judging from the way they have concentrated their attack on section 32—the price maintenance clause. An excellent illustration of how section 17 might work a hardship upon a manufacturer was afforded in the course of the recent testimony before the committee by G. A. Le Roy, advertising manager for the manufacturers of the Big Ben alarm clock. Mr. Le Roy stated that when his people put Big Ben in preparation early in 1908, or four years ago, they also began operations on a Bigger Ben. The latter has never, however, been put on the market because the firm is not yet satisfied with the way the clock is working. "He is not ripe for distribution," as Mr. Le Roy put it. But if section 17 were to become a law compelling the owner of a patent to work it inside of four years or let somebody else do it, the result in this instance would be that any outsider could now step in, call on the courts to compel the granting of a license to manufacture Bigger Ben and thus reap, with a minimum of expenditure, all the fruits of the four-years' tests and experiments by the originators of the idea.



Millions of dollars are ineffectually spent each year for advertising by people who are—

**"talking to themselves."**

They write copy to jolly themselves and run in mediums where its appearance "tickles their vanity."

There are **one hundred and forty thousand homes** in one of the richest and most prosperous sections of this country where such a whisper wouldn't penetrate in a million years, but which **THE UTICA**

## **SATURDAY GLOBE**

opens wide to every wise advertiser who uses its columns. They are homes of thrift and purpose—living purpose to get, not necessarily the most, but the best out of life—and if you, Mr. Manufacturer, or you, Mr. Dealer, have something worth while to offer why hang back? Why seek back door or accidental methods—when every opportunity is offered you for an introduction right into the family in a way that carries confidence along with it?

Ask us more about the **SATURDAY GLOBE**. That's what we are here for.

#### THE JOHN BUDD COMPANY

*Advertising Representatives*

Brunswick Bldg., New York; Tribune Bldg., Chicago; Chemical Bldg., St. Louis.

## Test the Group Plan with Local Daily Newspapers

# In New England

New England is the ideal place to advertise in zones, as there are powerful groups of newspapers in any desired zone.

They are good newspapers with the "grip" on the readers that brings results to advertisers.

Your salesman can move from zone to zone at small expenses as the cities are linked closely together.

New Englanders are responsive to advertising. Create the desire and they have the money to buy your product.

You can get a fair test and one more likely to be successful in any zone in New England than any where else in the country.

### **A Powerful Group—**

<i>Burlington, Vt., Free Press</i>	<i>Springfield, Mass., Union</i>
<i>New Haven, Ct., Register</i>	<i>Salem, Mass., News</i>
<i>Meriden, Ct., Record</i>	<i>New Bedford</i> <small>Standard and Mercury</small>
<i>Waterbury, Ct., Republican</i>	<i>Lynn, Mass., Item</i>
<i>Worcester, Mass., Gazette</i>	<i>Portland, Me., Express</i>

Many of the manufacturers who have appeared before the Patents Committee at Washington have been surprised to be quizzed quite sharply as to the exact conditions under which they will accept the return of goods (on which there is a restricted price) from dealers who go into bankruptcy or who desire to retire from business. The explanation of this cross examination is to be found in certain alleged experiences on the part of dealers that have been privately or publicly brought to the attention of members of the committee. An especial inciter on this score was a letter which was written to the chairman of the committee by John Breen, of Bay City, Mich., who complained of the hardships which he had experienced when he attempted to retire from the phonograph business and dispose of a stock of some 3,400 Edison records. He recited that the Edison Company came down upon him when he attempted to sell the records at retail at a cut price, but that, in his opinion, they did not make reasonable effort to find him a customer inside the trade,—or, at least, not at a price satisfactory to him, he being offered, he claims, but five and ten cents on records for which he had paid respectively twenty-one and thirty cents.

President Frank L. Dyer, of the Edison Company, has just come back at Chairman Oldfield with a letter anent this case, and inasmuch as this issue has become such a bone of contention, and as President Dyer's letter is not likely to be included in any of the publications of the committee, it may be the part of justice to present here a few extracts. The Edison executive says in part: "To the best of my knowledge and belief an overwhelming majority of the dealers in Edison phonographs are very much in favor of price maintenance, which I may say is our chief reason for continuing or desiring to continue our present policy. Should a majority, or even a substantial minority, be opposed to our control of the resale prices of these

## New Haven (Ct.) Register

Reaches Most All People.

### Read by the classes!

The REGISTER is New Haven's leading paper, socially, politically, and in giving all the news.

### Read by the masses!

Makes good for all classes of advertising. Carries many times as much Classified as any other New Haven paper.

The Register has the Largest and Best circulation in Connecticut's leading city. It gives results.

*JULIUS MATHEWS, Representative.*

## The Boston Traveler

**83,029**  
Circulation

**86% in Metropolitan Boston**  
**10 Cents a Line**

**5,000 Line Contracts—unclassified**

The Traveler is making good for the Department Stores. Gives them better returns for each dollar expended than any other Daily paper in Boston. Proof on demand.

*Frank S. Baker*

Publisher.

## ***The First Four Months***

of 1912 The Chicago Record-Herald carried 8,425 columns of advertising. This is a

### **Gain of 168 Columns**

over the amount of advertising carried during the corresponding four months of 1911.

The gain of The Chicago Record-Herald during

### **The Past Fourteen Months**

is 1,904 columns, which far exceeds the combined gains of all other Chicago morning newspapers during this period.

## **THE CHICAGO RECORD-HERALD**

New York Office - 710 Times Building

## **CANADA—**

is a great market for Women's and Children's Ready-To-Wear garments. A market that is growing greater every day.

## **Ready-To-Wear**

(Monthly. Type 9x12½. Mailed 15th the preceding month. \$350 for 12 pages.)

is the only paper that reaches almost every buyer of these goods in Canada.

If your styles are right, there is a big opportunity awaiting you here.

### **ACTON PUBLISHING CO. Limited**

Head office..... Toronto, Ont.  
Montreal office...Coristine Bldg.  
Chicago office...4057 Perry St.  
London, E. C, Eng...65 Fleet St.

goods, there would, so far as I can see, be no reason for us to continue such control. We have been able to make a success of our policy only because it meets the approval of and is cordially supported by practically every one of our eleven thousand dealers."

Discussing the Breen cases he says: "Mr. Breen was supplied with a list of phonograph jobbers and dealers and informed that we would sanction the transfer of his stock to any one or more of these jobbers or dealers on a wholesale basis at any price that he would arrange. We have a method of taking care of the dealer who in the ordinary course of business overstocks on records. We permit the dealer to return unsalable records to the extent of ten per cent of his new record purchases and he receives full credit for the records so returned. This, except in the case of a dealer who has ordered very imprudently and is impatient to immediately correct his mistakes, furnishes all the protection that the dealer requires. To sum up, it is true we do not provide a method of immediately taking back the entire stock of a dealer who suddenly conceives the idea of getting out of the business, but we do provide, as outlined, the means of permitting a dealer to return unsalable records."

### **THE IMPORTANT BEARING OF ADVERTISING**

The subject of the close connection between advertising and price maintenance which was so ably presented by William H. Ingersoll in an article in *PRINTERS' INK* of May 9 is one which has received considerable attention not only at the public hearings on the Patent Bill, but also in the private investigations on this subject which are being conducted by the various Congressmen on the committee. Incidentally it may be stated that the periodicals of the country appear to be waking up to the possibilities of the situation. The chairman of the committee has received tele-

grams from the *Christian Herald*, the *Housekeeper*, the *Metropolitan Magazine*, the *New York Telegraph* and other publications either protesting against the passage of the bill or urging that the hearings should not end until all interested persons have been heard. The editor or publisher of every periodical who thus addresses the committee is being invited to come to Washington in person and testify.

#### BEARING OF ADVERTISING ON COST

In the examinations of witnesses members of the committee have also evidenced considerable curiosity as to the part which expenditure for advertising plays in the cost of a patented article to the ultimate consumer. For instance, Mr. Dorian, of the Columbia Phonograph Company, was questioned on this point following his reference to his company's two-page spreads in the *Saturday Evening Post* at a cost of \$8,000 for one issue. Then, again, Mr. Le Roy, of the Big Ben clock, touched on the advertising factor, saying: "We make articles that are not sold on price maintenance. They are made under patents. We could use price-maintenance systems, but it is not necessary and the reason is this: we do not advertise those goods and therefore they are not made the 'goats' by the department stores. If any man makes an effort to acquire a reputation before the public he is immediately pounced upon by price-cutters, by big corporations, and taken advantage of. The fellow who is satisfied with making an article of average quality, selling them at the jobbers' price, has nothing to fear."

Later in his testimony this same witness said: "I think that it is a general rule with all advertised articles that they are better than non-advertised for this reason: I think that advertising means responsibility and that is why most firms dread it. Many an advertised article gets magnified in the advertising limelight and it becomes absolutely indispensable to the advertiser to

**The Retailer Knows**  
*the Daily Newspaper that has the "grip" on its readers.*

## Worcester (Mass.) Gazette

has the grip on its readers that makes it the greatest sales force in WORCESTER. And carries the largest amount of Display advertising of any Worcester Daily. "The Retailer knows!"

A newsy newspaper, a clean newspaper, a reliable newspaper with more than 90% of its circulation, city circulation.

**Concentrated, centralized,  
compact circulation.**

*JULIUS MATHEWS, Representative.*

A well known advertiser in a recent letter, expressing his gratification at the results received from his advertising in

## PHYSICAL CULTURE

says: "Judging by a good deal of correspondence that we have had with purchasers of our goods from your publication, I should say your subscribers are unusually loyal to you."

He hits the nail square on the head in this statement. The loyalty of our readers is the chief factor in PHYSICAL CULTURE'S success as an advertising medium.

**New York Office: 1 Madison Avenue  
O. J. ELDER, Manager**

**Chicago Office: People's Gas Building  
W. J. Macdonald, Manager**  
**Boston Office: 24 Milk St.  
Oliver E. Butler, Manager**

**Quality Circulation  
Brings Returns**

**Coffee  
Cartons  
Wrapped  
moisture proof  
dust proof  
and germ proof**

**Candy cartons  
wrapped as  
effectively**

It costs 75% to 90% Less to do  
the work by the "Condon"  
machine than by hand.

Particulars of  
**Thos. F. Condon & Co.**  
Bush Terminal  
Brooklyn New York

**ASK** the Victor Talking Ma-  
chine Co. what they think of

**Mica Non-Breakable Slides**

They mail for Two Cents

Sample free, from your copy, if asked for on  
your letterhead. Dictate your request now.

**Mica Non-Breakable Slide Co.**  
N. W. Corner 12th and Spruce Streets  
PHILADELPHIA, PA.

keep on bettering his products from year to year to break his records. In fact, his best must always be better, and there is no limit, and I think it is true not only of Big Ben but a Hart, Schaffner & Marx suit of clothing, an Ingersoll watch, or a Howard watch, or a Waterman fountain pen and every advertised article." As a concrete instance of this he cited the experience of the Big Ben people when they first put their clock on the market. The mainsprings proved wanting in some respects and complaints began to come in from consumers within a week. The mainspring was changed and now everything is lovely, but the witness declared: "I am sure if we had never advertised we would not have heard of it, for the reason that the consumers would not know who made the clock."

Very interesting testimony relative to the building up of a great business on the price-maintenance plan through advertising was given by Daniel Kops, of Kops Brothers, manufacturers of the Nemo Corset, who was one of the last witnesses to appear prior to the closing of this report. Mr. Kops told how he and his two brothers, starting about a score of years ago with no capital save their own modest earnings, have built up a business that now represents an investment of \$2,500,000 and which earned on this valuation, last year, 7½ per cent. The Kops firm has more than one hundred patents but the witness claimed that in marketing their products they have never charged one cent for the inventions as such, but have fixed retail prices as low as they could consistently be placed having due regard only for the cost of labor and material, overhead charges and a reasonable profit.

The manufacturers of the Nemo were stated to be now turning out 550 dozen corsets per week in one factory and last year's business was given as \$3,500,000. Upward of forty traveling salesmen are employed and the goods are sold at 33½



per cent off list direct to the retail dealers. The firm has about 8,000 retailers on its list. Mr. Kops stated that there are probably not more than 12,000 stores in the United States that would consider handling their goods for, he explained, a three dollar corset will not sell in a country town and the three dollar Nemo is the lowest\* price in the line. Other corsets produced by this firm sell up to ten dollars retail—the last mentioned corset being furnished to the retailer at about six dollars.

Mr. Kops illustrated by the current experiences of his own firm the disadvantages under which the manufacturer with a fixed retail price sometimes labors. He stated that the prevailing feminine styles which require a long corset compel the use in every dozen corsets of five yards more cloth and other materials in proportion, yet the manufacturer can get only his standard advertised price. He also touched upon the enormous cost of establishing a market through advertising and other forms of publicity, stating that at one time his firm's expense of selling goods ran as high as 15 per cent. In the year 1904, he recalled, the cost of advertising and popularizing the Nemo corsets was so great that the firm actually lost money although a large volume of business was done at a good profit over the actual cost of manufacture.

#### PRICE-CUTTER NOT AFTER PERMANENT TRADE

He took the ground that the price-cutter never really cares for permanent trade with the generally advertised article which he longs to offer at a cut price. His object is simply to drive out the price-protected goods and thus secure the market for his own goods at higher prices. E. B. Moore, United States Commissioner of Patents who was present at this session of the Committee propounded a number of questions designed to secure an admission from Mr. Kops that his firm relied more upon its

## Portland Evening Express

### *Is Maine's Largest Daily*

The kind of a paper that Mr. McKinney would own if he had his million! A reliable newspaper always watchful of Portland's best interest. Most advertising, by far, of all kinds of any other Portland Daily.

Circulation exceeds that of all other Portland Dailies COMBINED by more than 50 per cent.

*JULIUS MATHEWS, Representative.*

## Printers' Ink

### A Journal for Advertisers

¶ If you are getting more than \$2 a year in value out of PRINTERS' INK, you can square accounts with us by recommending some of your friends to subscribe.

trade-mark than it did upon its patents. The witness said that in one sense it was true they did rely largely upon the trade-mark but he emphasized that any trade-mark involves one great duty to the public—the maintenance of quality.

J. A. Edmonds, attorney for the A. B. Dick Company, victors in the famous mimeograph case, held the attention of the committee for some time. In the course of his address he pointed out that the Dick Company is selling its mimeograph at an actual loss of four dollars each and only makes a modest profit on the supplies which it specifies must be used in the operation of its invention. Exhaustive testimony, touching frequently on the advertising end of the price maintenance issue, was given by J. A. Jochum, Sales Manager of the Gem Cutter Company of New York, manufacturers of the well-known dollar safety razor.

#### CAMPAIGNS OF DEMORALIZATION

The Gem representative said in opening: "There are those who see nothing but good in price cutting, failing to realize that what is cut on one article must be made up on another, and that it is a prevalent practice of price cutters to carry on a campaign of demoralization by selecting illustrious articles of known value and selling them without profit for the purpose of implying to people that all of their merchandise, including that which has no standard value, is sold on a like basis below the customary market prices."

Mr. Jochum declared his belief that his company was the only one outside the Gillette Company that has made a cent in razors in the past thirty years. He said that these two concerns were the only ones that for years past had put out razors with a strict resale price, adding: "The Ever-Ready did not do that and the result is they have failed twice, and are now coming out with the resale copy of our resale agreement on the box the same as we have had this year; for the first time have recognized the fact that the only

protection they have is to keep the price up."

The Gem representative was very frank, indeed, in discussing the status of some competitors in the field. For instance discussing the Gillette Company he said: "The Gillette people put an exorbitant price on their razor, five dollars, and the consumer has been robbed. They have carried that game on for twelve years. Their business has been sliding away for a year and a half and on the first of January Mr. Gillette sold out his interest in the business." He declared that it was his understanding that the original intention was to put the Gillette razor out at \$1 retail price and later in his remarks said, "The wholesale price on the Gillette has fallen off tremendously. They are still doing large advertising. They have just as good men as they ever had and they are working just as hard but their business has slid down terribly the last two years."

The witness paid his compliments to another competitor as follows: "I consider that the Durham-Duplex is a very good razor and they have got a lot of money behind it. That property is owned by the tobacco company. They have spent \$2,000,000 in putting this razor out and have lost money from the day they have been in business. The Durham-Duplex razor is sold on the market at less than cost. They sold their razor originally at five dollars and then at \$2.50 and for the last year they have had a proposition on foot to sell that razor with what they call an experimental handle for 35 cents just to introduce their goods to the public."

The Gem representative estimated his firm's advertising expenditure at \$600,000 and stated that \$50,000 had been expended on magazine advertising bearing on its new blade. He estimated that the Gem company would sell nearly 2,000,000 razors in 1912. Retailers are allowed a profit of 33 1-3 per cent on small purchases and forty per cent and up on larger quantities.

## A JOKE ON NEW YORK

It appears somewhat of a joke on the New York City grocers that while they are strenuously trying to keep unfair legislation as to net weight off the state and Federal statute books, there was, all unbeknown to them, or most of them, an almost identical city ordinance in force in New York City, and before they woke up to the fact one unfortunate retailer had been prosecuted and forced to defend himself way up to the Appellate Division of the Supreme Court.

In the end, the court held—though by a narrow margin of one vote—that the ordinance never meant to compel the sale of food product by weight if the seller chose to offer it otherwise. It was an interesting decision, and some are disposed to think that if the same issues were to be raised on a law clearly drawn with intent such as was contended by the authorities the decision might have been regarded as a precedent.

The case, based on this city ordinance, possesses all the elements which exist in the controversy as to a net weight law. It provided first, that nothing should be sold for more than it actually weighed or measured, which is exactly what the present Federal pure food law does. Then it further provided that "all ice, coal, coke, meats, poultry and provisions (except vegetables sold by the head or bunch) of every kind, sold in the streets or elsewhere in the City of New York, shall be weighed or measured by scales, measures or balances, or in measures duly tested and stamped by the Inspector or Deputy Inspector of Weights and Measures."

An inspector from the sealer's office entered a grocery store of one Henry J. Fredericks, in this city, and asked for a "pound" of bacon. The grocer replied that he didn't sell bacon by the pound, but had it by the jar. He sold a jar of a well-known brand to the inspector without making any representation as to its weight. The inspector had him arrested under the ordinance, on the ground that he had no right to sell food other than by weight. That is exactly what would be the case with the compulsory net weight law in force if the package was not branded as to the exact weight, or if it weighed different from the printed weight.

The court was divided on whether the ordinance prohibited the sale of food products in any other multiples than by weight or count. The majority held that there was no such prohibition, but that its intent was merely to ensure correct weights. The minority held otherwise. All the way up to the highest court, however, the courts had found no intention on the part of the accused to defraud, and he was acquitted, the appeals being taken by the Government. —*New York Times*.

Roscoe C. Chase, who has been connected with the advertising department of the Thomas B. Jeffery Company of Kenosha, Wis., has gone with the advertising department of the Packard Motor Company at Detroit.

## DON'T WAIT UNTIL FALL

### Advertise NOW in The South

"The Most Prosperous Section  
of the World."

The Fruit Crop of the South this year will be fine. Best for many years. This means extra spending money. The cash from fine poultry and fruits has changed seasons in the South. The successful advertiser does not wait until the cotton money comes in the FALL. NOW is the time to advertise in this great Southland.

Information and rates from

#### ALABAMA

Birmingham Ledger (E)  
Mobile Register (M & S)  
Montgomery Advertiser (M & S)

#### FLORIDA

Jacksonville Metropolis (E)

#### GEORGIA

Albany Herald (E)  
Atlanta Constitution (M & S)  
Atlanta Georgian (E)  
Atlanta Journal (E & S)  
Augusta Chronicle (M & S)  
Columbus Ledger (E & S)  
Macon News (E)  
Macon Telegraph (M & S)  
Savannah Morning News (M & S)  
Savannah Press (E)

#### KENTUCKY

Louisville Courier-Journal (M & S)

#### LOUISIANA

New Orleans Item (E & S)  
New Orleans Picayune (M & S)  
New Orleans States (E & S)  
New Orleans Times-Democrat (M & S)

#### NORTH CAROLINA

Charlotte News (E & S)

#### SOUTH CAROLINA

Charleston Post (E)  
Columbia State (M & S)

#### TENNESSEE

Chattanooga News (E)  
Chattanooga Times (M & S)  
Knoxville Journal & Tribune (M & S)  
Knoxville Sentinel (E)  
Memphis Commercial Appeal (M & S)  
Memphis News-Scimitar (E)  
Nashville Banner (E)

#### TEXAS

Houston Chronicle (E & S)  
San Antonio Express (M & S)

#### VIRGINIA

Richmond Journal (E)  
Richmond News Leader (E)

Combined Circulation Nearly a  
Million

# PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by Geo. F. Rowell

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5203 Madison. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: 1100 Boyce Bldg., GEORGE B. HISCHE, Manager, Tel. Central 4340.

New England Office: 2 Beacon Street, Boston. JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

St. Louis Office: Third National Bank Building. A. D. MCKINNEY, Manager, Tel. Olive 83.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign postage, one dollar per year extra. Canadian postage, fifty cents.

JOHN IRVING ROMER, Editor.

New York, May 16, 1912

## Unjustified Assurance

A "combine" whose great name and prestige have caused lesser lights among manufacturers and dealers to bow and scrape examined its sales sheets at the end of the financial year. The directors were alarmed at the serious falling off that was only too evident, when results were compared with the percentage of increase the previous year. What could the trouble be? The trust had been formed by a union of the strongest manufacturers in the field. The product was as good as ever. The organization was working even more smoothly than last year.

While the directors have carefully kept their own counsel, when asked to explain decreasing sales, a financial journal bluntly ascribes the trouble to a lack of progressiveness. Says this paper: "The policy of the management has been to hold fast to what the company already possessed rather than to attempt to create new lines of business or improve the price level at which the goods were sold. As a result, while the com-

pany has produced favorable economies of production, its merchandising of its products has been lamentably weak."

This comment echoes the views of President Mix, as published in PRINTERS' INK not long ago. He stated that the big organization as a rule was only twenty-five per cent efficient. It has failed signally to develop from within its own ranks men of creative capacity in any degree comparable to that of the men who had built up the separate businesses of which the trust may be composed.

Evidence is multiplying that the chiefs of "big business" think too highly of mechanical organization and too little of creative ability at the selling end. They appear to take the view that business must immediately flow into the powerful organization, just because it is well-backed and because it possesses an overshadowing prestige.

This disposition of some trusts to rest on their oars, in the matter of creating more and better business, has in more than one instance given the cue to smart but smaller competitors. Nowhere is fool's confidence more out of place than in modern business. A certain concern, honored not long since by being made the defendant in a suit by the government because of its "trust" activities, is now in the hands of a receiver. Intimate report ascribes its difficulty to an underestimation of the strength and resources of smaller competitors. The president, after purchasing the patent rights of all the competing machines that looked worth while, was of the opinion that the "others will now just lie down and die."

But the despised competitors refused to die. They buckled strenuously to the task of making better machines and of promoting them skilfully in the trade and among consumers. They created trade where the "trust," in sublime confidence, accepted whatever perfunctory promotion brought its way.

The brain that can create sales is still supreme. It alone can fur-

nish the power to make the selling machinery, whether owned by a trust or not, work to its fullest capacity.

PRINTERS' INK says:

*One step beyond believing in your business is knowing why you believe in it.*

### House Literature That Grows

"Now," said a manufacturer who had just finished the job of selecting his list of mediums, "what kind of a house-organ do we need?"

"Let me work for you a month," answered his advertising counsellor shrewdly, "and I'll tell you how one can be developed to fit your case."

The adviser hit upon a vital consideration there: that things of real vitality are not prescribed; rather they *grow*. Many a house-organ has been prescribed. It has appeared, it has looked like the real thing for a time, and then it has languished, for no other apparent reason than that it did not seem to work.

A certain advertising manager was asked recently how he came to establish a thumb-nail trade bulletin which is one of the most readable business periodicals gotten out anywhere.

"Well, I'll tell you," he said. "I was a great advocate of letter-writing when I took hold of that work. I was soon writing long letters, on the ginger-up order, to our salesmen. I naturally got tired of so much dictation, especially as I was writing so many letters that were so much alike. I may have yielded to a lazy impulse, but it occurred to me that I could make a synopsis of the salesmen's queries and of the salesmen's problems and answer them in print; and that is how the *Co-optor* (for this is W. P. Werheim, of Pratt & Lambert, speaking) got a start. I try to have it tailor-made. It is, in a way, a reaction from the current relations of the house with its salesmen and with the salesmen of the jobbers. And perhaps that is why some people find it newswy

and helpful. It seems to take hold of the man in the right way."

It needs to be said that Pratt & Lambert's two other house-organs, *Selling Power* and *Varnish Talks*, developed in a similar fashion. No one chanced to remark that "we need a painters' organ." The queries from painters who are very large buyers of the firm's product, flowed in in large volume, and to meet the need, *Varnish Talks* appeared. It has grown naturally into a vigorous trade bulletin. So with *Selling Power*. Pratt & Lambert had a great many things of peculiar interest to say to the dealer, for whom *Selling Power* is printed. And this third house-organ grew as naturally as does a seed planted in fertile soil.

Another firm in the same business would make a mistake if it thought it could copy these trade periodicals and have them serve it as well. Thus copied, they would most certainly lack that element of vitality and essential editorial appeal which render the Pratt & Lambert trio so peculiarly efficient. They would fail in a degree because they would not have been developed to meet the firm's peculiar problems.

PRINTERS' INK says:

*Sometimes it is well to remember that while "ginger" is a splendid flavor it is a poor diet.*

### Advertising a College Humanly

The University of Missouri is sending out a book which may well be a warning and a lesson to some older and more conservative institutions: a warning that prestige alone is hardly an all-sufficient plea for patronage, and a lesson that advertising does not necessarily mean a lowering of dignity.

The book is called "Every Day at the University of Missouri." It pictures the daily life of the student body in terms of *interest* instead of figures—something no dry-as-dust bulletin or catalogue can do. It recognizes that the

university really has something to sell, and proceeds to sell its service by showing that it is useful on the one hand and attractive on the other. It does not start with a complicated schedule of "requirements for admission" before there is the slightest desire to be admitted. In fact, its sole object is the creation of the desire. The reader who gets that can be trusted to apply for the routine particulars.

It may be a breach of dignity to advertise, but the advertising need not be undignified. Competition exerts as strong an influence among the academic shades as along the docks or among the warehouses. The day when the Eastern colleges represented American university education is already past. The "fresh-water" college, to use a term which was once contemptuous, is growing faster than the population. It is finding means to counteract the strong appeals of prestige and tradition which are the chief sources of strength of the older institutions. It is finding these means, and it is using them, with effect.

Prestige can stand up against advertising for a long time. Its losses will be slow, and well disguised. But the end is the end which has overtaken many a commercial institution, and the college is not exempt from the thinns which happen in accordance with economic laws.

---

PRINTERS' INK says:

*Some men will take everything except responsibility—and they aren't all printers either.*

---

**Mosquitoes** There are 80,000,000 acres of swamp land in the United States and 100,000,000 more subject to periodical inundation, where mosquitoes breed. Over a quarter of a million deaths each year are due to the pests. No doubt great numbers of people are to some degree incapacitated by illness, and thus it is safe to suppose that millions are kept

from settling and doing business in the mosquito zone and altogether the loss and injury constitute a plague of disastrous proportions.

The National Drainage Congress will ask Congress for funds with which to begin the elimination of the mosquito. This is right. It should have been done, at least in the more valuable areas, long ago, and would have been if there had been any appreciation of the power of advertising, both in educating the community and in getting popular support.

The natural desire on the part of the communities in some of the more valuable sections to conceal the "skeleton in the closet" has influenced a wrong policy. They did not succeed in hiding the scandal and they have failed in realizing the full benefit that their situation and proximity to large markets entitle them to. It is impossible to reckon the injury they have sustained through the advertising of their plague instead of their otherwise natural advantages.

It has been the experience of nearly all of the communities which have plunged into a career of advertising that they would have been wiser had they given their attention at the same time to strengthening the weak spots at home. They learned that they could not advertise to best advantage while those weak spots remained weak, and that when they were strengthened the advertising produced in proportion.

How many communities in the different mosquito belts are doing business at a disadvantage because they cannot turn on the full light of publicity? How many are using honest paid publicity to stir and shape public sentiment to support the advanced position of the experts? Is it not an advertising proposition all the way up to the actual work of extermination?

---

PRINTERS' INK says:

*If an ad is a domicile for an idea some headlines should read "Not at Home."*

## APRIL WEEKLIES

Saturday Evening Post.....	116,636	138,040	123,877	93,755	472,308
Collier's .....	57,820	73,800	62,772	52,820	247,212
Literary Digest.....	55,067	53,219	57,205	37,841	203,332
Outlook .....	41,568	50,039	48,006	54,974	194,587
<b>Life .....</b>	<b>39,968</b>	<b>36,189</b>	<b>31,085</b>	<b>22,638</b>	<b>129,880</b>

In making comparisons, proper allowance should be made for those weeklies which in some months have five issues to the month and in other years only four issues to the month.

The above comparative table shows LIFE with a larger gain in lines April, 1912, over April, 1911 (four issues each year) than any of the other leading weeklies. Only one other showed a gain; three, a loss.

Our purpose in publishing this comparison is not to boast of our progress but rather to show LIFE'S sane, consistent, healthy stride each year.

We prefer such progress to hysterical boom followed by a bump.

**Old advertisers using more space, more new advertisers using LIFE, is the greatest evidence of LIFE'S value.**

When considering your list, remember

# Life

Geo. B. Richardson, Adv. Mgr., 31st St. W. No. 17, New York.  
B. F. Provandie, Western Mgr., Marquette Bldg. 1204, Chicago.

## QUICK DISTRIBUTION FOR A NEW CIGAR

SEVENTY-EIGHT DEALERS SECURED IN THREE WEEKS IN PHILADELPHIA ALONE, AND THE FACTORY SWAMPED—ADVERTISING SPECIAL-PRICE DAYS, WITH THE DEALERS' NAMES IN THE ADS—RIGID CONDITIONS WHICH DEALER MUST LIVE UP TO

Perhaps a new cigar is not the hardest thing in the world for which to get distribution, but it is pretty close to it. Real profitable distribution, that is to say. It is easy enough to get cigar dealers to take the cigar on a consignment basis, hand it out to anybody who may be persuaded to call for it, and pay the wholesale price for the quantity sold after they are sold. But to get Mr. Dealer to make any outlay of cash for an unknown brand of cigars before the consumer demand has expressed itself is another story.

And after the distribution is secured, it is still a further problem to get the dealer to push the cigar, to display it properly, talk it up up to his customers, etc. It is hard to support the price. Offer the dealer too much profit, and he promptly cuts the price to get new customers into his store. Cigars are bought every day by a large number of men, and it is important for the dealer to get them into the habit of trading at his store, or break the habit of trading elsewhere. Offer the dealer too small a profit, and he will sell the new cigar only when he is obliged to, which will not be very often because the relations of a cigar dealer and his customer are as a rule much more intimate than those between the hat mer-

chant or the dealer in hosiery and the man who comes into the store once a month or so. The cigar salesman makes it his business to know what his patron smokes, and to hand him out his regular box without being asked. It is a sort of subtle flattery as well as a service, and cigar advertising however good the copy may be, usually needs a word from the dealer to make it effective.

The "Count Penlo" cigar is known to practically every smoker in Philadelphia and certain nearby cities (such as Wilmington, Del.; Camden, Trenton and Newark, N. J.), but is absolutely unknown elsewhere. Six months ago it hadn't been heard of anywhere, because it had never been made. Three weeks after it was put on the market, Pent Brothers, the manufacturers, couldn't get cigar-makers enough to keep up with the demand. And a peculiar thing about the campaign is this: the name of the cigar had to be changed from "Count Pedro" just at the height of the demand, and it was accomplished without any measurable loss of business.



**THE GREATEST CIGAR  
VALUE EVER OFFERED  
THE PUBLIC THE CELEBRATED**

# COUNT PEDRO

**Will be  
sold on  
FRIDAYS and  
SATURDAYS  
at 5c \$5 the Hundred**

3-for-25c  
CIGARS

There's  
a  
Reason  
Back  
of  
This

Pent Bros., the manufacturers, and the leading cigar dealers have gotten together—have eliminated their profit, which enables them to offer you the Count Pedro cigar, made with a genuine Havana filler (Vuelta Ahejo tobacco) with the choicest Sumatra wrapper.

**Full-size Perfecto at  
5c—\$5 the Hundred**

For Sale by the Following Leading Cigar Dealers:

Finley Archer Co., 12th and Market Sts. Finley Archer Co., 12th and Chestnut Sts. Finley Archer Co., 121 S. 3d St. Colton Coleman, 28 South 15th St. Thomas Marlindale Co., 10th and Market Sts. Howell & Fryer, Market and Ludlow Sts. William O'Keefe, 34 So. 2d St. Thomas O'Keefe, 44 So. 4th St. Joseph Atwood, 222 N. 5th St. J. J. Connelley, 400 N. Baltimore Ave. J. J. Connelley, 400 N. 12th & Oxford. J. J. Connelley, 410 N. Lancaster Ave. J. J. Connelley, 410 N. Lancaster Ave. J. J. Connelley, 410 N. Lancaster Ave.	J. M. Brown, Broad St. & 1st. Pier. G. Allen, 111 South Broad St. Lewis Dietrich, 228 South Broad St. William Hays, 17 North 9th St. James Hays, 23d and Chestnut Sts. Aufderheide Cigar Shop, 3d and Walnut Sts. Hines Cigar Shop, Market St. & Vine St. Hines Cigar Shop, Chestnut St. & 12th Ave. H. J. Cigar, 102 1/2 15th St. O. T. Weiner, 102 1/2 15th Ave. Hines Cigar Shop, 102 1/2 15th Ave. John Hays, North Wales, Pa. Hines Cigar Shop, 102 1/2 15th Ave. Murphy Bros., N. 2nd St. & 1st. Pier.
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THE START OF THE CAMPAIGN WITH TWENTY-NINE  
DEALERS



Pent Brothers went to the dealers with the following proposition: "We are going to put out a new cigar. It is better than a five-cent cigar, and won't cost you as much as a three-for-a-quarter. Friday and Saturday you will sell this cigar for five cents. All the rest of the week it will be three-for-a-quarter."

"We are going to advertise it in the local newspapers, and we are going to tell the people where it can be bought. Every dealer's name will appear in every ad. You will be put to no advertising expense whatever, but in order to get your name in the ads you must agree to sell the cigar for five cents on Friday and Saturday *only*, you must agree to take at least 500 cigars each week and *pay for them weekly*, and you must use the display matter we furnish you. Violate the conditions in any respect and you can't carry the brand."

Twenty-nine Philadelphia cigar dealers were featured in the first

ad which ran February 24, and is reproduced herewith. They represented the sum total of those who could be persuaded to "take a chance" on a rather novel proposition. The space used was only 150 lines, but it made such an impression upon the cigar-smoking population of Philadelphia that the next insertion of the advertising (March 3) carried a total of sixty-four dealers, and by March 10 there were seventy-eight listed. Some of the dealers were running as high as 5,000 of the cigars a week, and the small factory was having trouble keeping them supplied.

Just at this juncture, the manufacturers of the "Pedro" cigar threatened an unfair competition suit, and the name was changed to "Count Penlo." It was explained in the advertising that the cigar was the same, and nothing serious happened.

A series of window pasters were furnished for dealers to use on Fridays and Saturdays, and the

## The Selling and Advertising Reporting Service

Intensely condensed consumer and dealer marketing data, sales study information, circulation and rate tabulations and maps, technical data, special problem reports and investigations.

Each week three or four reports are issued (200 in a year) under 17 classifications in loose-leaf leather binder stamped with subscriber's name; \$50 a year. Leading agents and advertisers are subscribers.

Credit goes with each subscription for \$30 worth of special service; consumer or dealer investigation, individual searches, consultations, opinions, trade-mark work, etc. 2600 sq. ft. Efficiency Exhibit maintained. Write for interesting literature.

## **The Business Bourse**

J. George Frederick, Editor and Counsel  
260-261 Broadway (opp. City Hall) New York

**SALESMANSHIP ADVERTISING SLIDES**  
**ATTRACTIVE ADVERTISING SLIDES**  
**DISTINCTIVE ADVERTISING SLIDES**  
**INDIVIDUAL ADVERTISING SLIDES**

*Advertising Slides that have real advertising force and value  
These are the only kind of lantern slides we make  
Write us about 'em*

**THE NEOSHO SLIDE CO., 103 Spring St., NEOSHO, MO.**

cigars themselves were displayed on top of the show-case with a pasteboard sign tipped on the inside of the box cover calling attention to the special price.

The same process exactly was followed in other cities where the cigar was introduced, with proportionate results.

There doesn't seem to be any good reason why a similar plan would not work elsewhere. The dealer is made to want something because it is hard to get—the conditions must be religiously observed if he wants the goods—and the consumer gets such good value for his money that he is willing to buy a little heavier than usual. It affords the dealer a splendid argument for box sales, and his profits are attractive owing to the fact that customers are directed to his store by the advertising which is paid for by the manufacturer.

#### A CUT PRICE EPISODE

People interested in price cutting and its folly are considerably amused at a recent episode in the cigar trade, in which the two great chains of cigar stores, the "United" and the "Schulte," have been playing the game of cutting prices on imported cigars, and in which one of the competitors rather "put it over" his antagonist for a time.

According to the *Tobacco Leaf* Schulte opened the war by reducing the price on all imported Perfectos to 20 cents, and the "United" followed suit two days later. Bulletins in the windows of "United" stores advertised the reduction of Carolina, Romeo y Julieta and Hoyo de Monterrey, Perfectos, and the clerks inside politely informed the customers that the price of all brands of imported Perfectos was at the same low price.

Some excitement was apparent two days after, when it was discovered that agents for Schulte were industriously buying up Hoyo Perfectos from the "United" stores at the reduced price and thereby saving a cent or two over the wholesale price. Just how many cigars they succeeded in taking away from their chain-store rival before officers of the "United" were informed of the trouble and put a stop to the sale, is not divulged, but the Schulte staff claim that they have enough Hoyos to meet the demand for some time to come.

As to the effect of the cut on other dealers in these grades, it is interesting to note that no one reports any loss of trade, nor is any loss expected, as men buying 25-cent cigars don't indulge in the "shopping" habit to get goods at a few cents lower price.—*N. Y. Journal Commerce.*

#### BOATING SEASON IS ON

Advertising managers and other dispensers of advertising who may be suffering from brain-fag will be interested in the correspondence which follows. Although the advertiser failed in this instance, the idea may offer a gleam of hope that some other periodicals may be induced to "come across."

THE FRA MAGAZINE  
THE PHILISTINE

Advertising Department.  
EAST AURORA, N. Y., May 1, 1912.  
Editor of PRINTERS' INK:

The enclosed letter and my reply will interest you.

PRINTERS' INK surely ought to publicize the doings of Cohn widely, wisely and well.

Good wishes,  
JAMES WALLEN,  
Advertising Manager The Roycrofters.

J. M. LYON & COMPANY, 71-73 Nassau Street.

NEW YORK, April 30, 1912.  
Mr. James Wallen, Adv. Mgr.

The Roycrofters,  
East Aurora, New York.

Dear Mr. Wallen: Believing you to be of a kind and generous disposition I am prompted to ask what to you must appear a slight favor, but to me may mean much. To the point—I am deeply interested in boating and I am endeavoring to put through a deal with the Racine Boat Mfg. Company for one of their cruisers to be paid for in advertising space.

Several of my good friends and compatriots of the "fraternity" fearing that I may not fully enjoy the coming summer without a worthy boat have offered their assistance in the same manner as I intend to ask of you. If I can rely upon your co-operation in the contribution of some space, say a magazine page to "this good cause" I will then be enabled to enjoy to my heart's content the approaching season.

I feel sure if this favor be granted it will prove to be a *coup d'etat* for undoubtedly if the advertising pays the boat company, they will give you some cash business. I believe it lies within your power to consider this matter favorably and hope, therefore, you may do so, especially for in any event you will not be the loser thereby.

I have at all times refrained from asking any favors of *Fra* knowing them to be "hard to touch," but the present case is an unusual one and if granted, shall not be repeated.

Would further state the space could be used in your next issue, which I presume to be June or perhaps July when business is not heavy.

Trusting that you will not consider this request presumptuous and that I may hear from you at an early date, believe me,

VICTOR H. COHN.

THE FRA MAGAZINE, THE PHILISTINE.  
Advertising Department, East Aurora,  
New York.

May 1, 1912.

MR. VICTOR H. COHN,  
J. M. Lyon & Co.,

71 Nassau St., New York, N. Y.

DEAR MR. COHN: You are the original mystical pussy-foot! I have read your most amazing letter of April 30 and were I not a Roycrofter, I would have to resort to the Dr. DuBois treatment for frazzled nerves. Your letter proves you to be the perfecter of the Touch System.

When I read in PRINTERS' INK about the good work of the Adscripters in using Old Dutch Cleanser I congratulate myself that I am a member of the

"Fraternity." On receiving your letter, for a moment I lost heart and wondered if we are still in the Dark Ages of Advertising.

I will grant your most stupendous request when Roosevelt renounces his desires for the presidency.

I am sure that the Racine Boat Mfg. Company knows nothing of your attempts to secure a gift boat from the Publishers of America. J. M. Lyon & Co. would do well to purchase their advertising manager a boat instead of allowing him to use their stationery to inveigle publishers into paying for his recreation. It would be cheaper and much more graceful.

Adv. Mgr., The Roycrofters.

## H. H. WALKER INCORPORATED

GENERAL ADVERTISING AGENCY

200 FIFTH AVENUE

NEW YORK CITY

WE HAVE MOVED FROM ELEVENTH FLOOR INTO OUR LARGER  
OFFICES ON TENTH FLOOR

SUITE 1000-1002

NEW TELEPHONE: GRAMERCY 700 AND 701

Mention  
Bulletin

No. 2

## Advertising and Sales Positions Wanted

We represent high-grade clients who are available for positions in the publicity departments of Mercantile and Manufacturing Concerns. These men cannot afford to appear in the open market; must protect their present connections. Their special lines include: Automobiles and accessories, electrical devices, implements and machinery, shoes and leather, wearing apparel, jewelry and silverware, paints, pianos, etc. They know the goods, the selling methods, copy, printing and mediums.

For our services, no charge to the employer; no advance fee from the candidate; moderate commission after the work is done.

**FERNALD'S NEWSPAPER MEN'S EXCHANGE**

*Established 1898*

SPRINGFIELD

MASSACHUSETTS

## THE TIE THAT BINDS SALES AND ADVERTISING

PROGRESSING ADVERTISING MAN-  
AGER MUST KNOW ALL THAT  
SALES MANAGER KNOWS, TO GIVE  
BEST HELP—FROM EXTEMPORANE-  
OUS ADDRESS BEFORE REPRESENTA-  
TIVES CLUB, NEW YORK

*By Geo. W. Hopkins,*

Advertising Manager Loose-Wiles Bis-  
cuit Company, Boston, Mass.

The first thing you have got to do in putting a product on the market is to *sell* it to a good advertising man. The advertising man has got one asset, reputation. His reputation comes from the quality of his services. Consequently, if he is a good advertising man, he is looking out for his reputation and you will have to prove the merit of your proposition to him before he will trust his reputation with you. And the first question he is going to ask you is: how are you, the manufacturer, going to back up *your* advertising?

So it comes back to the manufacturer's reputation and the quality of his goods.

An auction was recently held in the vicinity of Boston to dispose of two bakeries. Both bakeries were sold out for less than the cost of the machinery. The good will of the business was not worth a penny. They had not been *advertised*.

It is the same with many another going business. So long as an active man is at the head of it, the real value is not known, but let him try to dispose of it and it will be found that without reputation, without the good will created by advertising, it is comparatively valueless.

Take, for instance, the grocery line. How does your wife order from the grocery? Eighty per cent of the orders of the average store are by telephone or order boys or mail. That is to say, eighty per cent of all the business is transacted without a look at the dealer's shelves, through *advertising*.

The manufacturer must therefore get back of the telephone, or letter. He must impress the prospective customer with the honesty of his product, so that it cannot only be sold the first time, but through repeated orders.

Another of the problems of the manufacturer is how to overcome the inertia of the average store clerk. He is almost absolutely and helplessly automatic. He could not sell a bill of goods on the road to save his life. You cannot depend upon him. His indifference must be overcome in some way and advertising is the only way to do it.

One of the greatest difficulties that we all have to contend with is substitution. I make a distinction between the substitution that is honest and the substitution that is dishonest. The substitution which is made with inferior goods, or goods only just as good, is wrong; dishonest.

But when the goods are of a better quality, then I assert that the substitution is an *honest* one. We are all, I think, in favor of that kind of substitution.

In other words, the dealer who honestly substitutes a better article is performing a service and is a progressive merchant. And it is up to the individual manufacturer who is suffering from substitution to ask himself whether his goods are all right before he blames the retailer.

How, in this battle against dishonest substitution and for honest substitution, are we going to hold our own? Well, aside from the merit of the goods, there is the merit of the package. The oft-quoted apothegm that "the eye is chairman of the finance committee" is never truer than when used in connection with the package. The package, as well as the product, must be attractive, and two of the most notable testimonials to this are afforded by the action of the Shredded Wheat Company and Babbitt's, who have both, within a year or two, improved their packages. Each of them put up the products in the cheapest, most uninviting packages and they held out a long

time against the improvement, but could not escape the ultimate conviction that the poor package was not an economy but a waste.

Another source of waste is the inefficient solicitation of many salesmen. In these days the salesman who neglects to base a large part of the sales agreement on his house's advertising is overlooking a big possible advantage. As between the salesman who talks one hundred per cent selling and the salesman who talks fifty per cent selling and *fifty per cent advertising*, the latter is going in the long run to get the business.

Our traveling salesmen invariably carry with them the current magazines containing our advertising, and have at their tongue's end all the information as to the number of replies and the number of customers that have been produced by each of the ads. In this way he makes the retailer see the whole subject of advertising through our eyes. It

posts him on our campaign and enlists his interest and it educates him on the broader aspects of selling and advertising.

Some of our salesmen can talk advertising as well as any solicitor who comes into my office, and it impresses the dealer because when they are talking advertising they are not talking about what we are going to do, but what we are *actually doing*.

A good many traveling salesmen unfortunately believe that advertising is likely to take their jobs away. And that is wrong. It should be the advertising manager's task to disabuse them of that idea. That is his responsibility. In fact the advertising manager has just as much to do with the training of the salesman as the sales manager has, and the salesman who goes out on the road ought to get just as much sales ammunition from the advertising manager as he does from the sales manager.

**CHURCHILL-HALL**  
50 UNION SQUARE  
NEW YORK

beg to suggest that one way to judge the advertising "service" you now receive is to know what the word "service" means to others. A pamphlet advertising the services of the Churchill-Hall organization will be sent you if you request it.

**1847 ROGERS BROS.**

*"Silver Plate that Wears"*

The famous trade mark  
1847 ROGERS BROS. guarantees  
the *heaviest* triple plate.

**X S  
TRIPLE**

Catalogue "P"  
shows all designs

**MERIDEN BRITANNIA CO.**  
(International Silver Co., Successors)  
**MERIDEN, CONN.**  
NEW YORK CHICAGO SAN FRANCISCO





## An Established, Paying, Publishing Concern For Sale

Unusual conditions, which will be fully explained at the proper time, make it possible for a man of experience, energy and some means to secure a book publishing business on favorable conditions.

It is not generally known that the business is for sale and only responsible persons will be dealt with.

If interested, write at once to

**K. K., CARE  
PRINTERS' INK**

The reason why the advertising and sales managers in so many manufacturing concerns are working at cross purposes is that this truth is not appreciated. Very often, too, it is the fault of the advertising manager. He does not know the conditions; he does not know his product; he does not know what will work and what won't work. He simply sits at the desk and writes beautiful copy. The fact is that such an advertising manager is throwing a bluff and the sales manager calls it, and when he does this, the biggest part of the usefulness of the advertising manager in that establishment is gone.

There is no better way to introduce a new food, such as a cracker, than by sampling. The old cry of the hawker on circus day, "Crack 'em and try 'em, before you buy 'em," puts this idea in a phrase. It is often said that people will dodge samples, and so they will unless they are made to ask for them. We distribute our samples through our advertising and we find that it is one of the most effective ways of doing it.

Another thing that you have got to look out for in your sales-advertising profession is to get a catalogue with the *punch* to it. You don't want it written by a "man sitting at a desk," without any intimate acquaintance with the factory and the selling conditions. It ought to be written from a *salesman's* point of view. Have you ever tried to *commit a catalogue to memory* and then gone out and tried to sell the goods? That ought to be the test of a catalogue. The catalogue ought to be a perfect selling proposition. It ought to be built for *results*.

The following are the names of the prize winners in the contest offered for the best ideas for advertising Stamboul, a new cigarette, as advertised in *PRINTERS' INK*, April 18: C. M. Falconer, R. H. Isbell, Frank R. Purnell, R. L. Paterson, John S. Grey, E. G. Countryman, F. Knapton Thompson, Edward L. Cowell, C. A. Kalish.

James P. Gilroy, for a number of years with the O. J. Gude Company, has been made a director of that organization.

## GUM-SHOE PUBLICITY

DOUGHERTY'S DETECTIVE BUREAU.  
Shadowing, Investigations, Secret  
Inquiries, Tracing, etc.  
31 Broadway, N. Y.

Dear Madame:

For many years we have been doing Detective Work. We cover every branch of the business. At a moderate rate per diem we detail skilled and bonded detectives. If you wish to quickly, secretly and confidentially ascertain the character, habits, associates, financial standing, etc., of anyone; have a theft or loss investigated; obtain evidence of any sort; in fact anything that requires the services of a high grade Detective Bureau, a telephone call will bring a representative to take up your problem. To obtain results quickly and inexpensively is our motto.

Yours very truly,  
DOUGHERTY'S DETECTIVE BUREAU.

If your wife got a letter like that the morning after the night before, would you feel complimented? It has been said that even the booze merchant keeps sober in business hours and thus proves his knowledge of his goods, and now, it seems, the detective has a chance to prove his knowledge of *his* goods in the selection of his mailing list. Perhaps the author of the above letter could write an interesting story on "How to Pick Out Possible Customers" or "The Form Letter which is a Demonstration of the Goods."

◆◆◆◆◆  
INVESTIGATING "SATIRE"

The affairs of the Pulitzer Publishing Company, publishers of *Satire*, a periodical established a year ago, are being investigated by the New York District Attorney on the complaint of the New York *World*. It is alleged that *Satire* agents are selling stock in their company to persons who were led to believe that the *World* is financially interested in the enterprise. The Pulitzer Publishing Company is the name of the Missouri corporation publishing the St. Louis *Post-Dispatch*, owned by the estate of the late Joseph Pulitzer.

The *World* further charges that *Satire* stock has been sold by several men with criminal records and widely known as adventurers.

At *Satire's* office, Secretary W. J. Briggs said that the company may have been unfortunate enough to have had some men of questionable character at some time on its staff, but if so they had obtained their places under false pretenses and had been let go when it was learned who they were.

Walter Pulitzer's counsel declared that he had been advised by the Secretary of the State of New York that the Pulitzer Publishing Company had a clear right to its name in this State.



## You — And Your Written Speech

Years of honest manufacturing, of business dealings, have given you a certain place in the estimation of the public which is a vital cash asset.

So long as you deal personally with your fellows you can easily convey this feeling of business pride.

Look for  
the  
"EAGLE  
A"  
Water-  
Mark



It's a  
Good  
Habit

When of necessity your transactions are reduced to writing paper—just at that moment you need every ounce of power you can get.

Just at that moment—



## COUPON BOND

is invaluable, for COUPON BOND is The De Luxe Business Paper.

This Bond, which has been the preference for over twenty years by many firms of National prominence, is the Bond for you.

Send for Portfolio of Specimen Printed, Lithographed and Die-Stamped Business Forms of this—The De Luxe Business Paper.

AMERICAN WRITING PAPER CO.  
46 Main Street Holyoke, Mass.

Ask your Printer or Lithographer to show you samples of "EAGLE A" Bond Papers.



## The Little Schoolmaster's Classroom

Search for the human-interest side of what you are selling. What are the problems, the needs, the thoughts, of the people you are trying to reach? If you can answer this, you should be able to get the point of contact. When you can arouse motive, can awaken desire, then you can talk about your goods, but remember that it is the service of the adding machine that draws purchasers—not the mere machine. The housewife is buying relief from drudgery when she buys a washing machine. The correspondence school is selling success—not courses of study. In each case, the thing to be sold is only a means to an end; it is not the thing that awakens motive. Of course there are products the usefulness of which is so well recognized that they sell themselves on merit, but a sharp distinction should be made between products of this class and those for which motive must be stirred up.

\* \* \*

"We shall always have special sales," said a successful big-store buyer to the Schoolmaster, "just because buying is bound to be something of a gamble, no matter how much judgment a buyer may have. Some of the things that he buys with much doubt go like hot cakes, and some of the goods that he feels sure of and buys heavily will, for some reason, hang on his hands. He must get his cash back out of these slow goods, and the only way to get it is to cut the price and make it a special offering."

\* \* \*

When you lay hold of a strohg idea for national work, don't be afraid to repeat the copy. This is a busy world and not every one will see an advertisement the first time it is published. It is not usually well to let the second insertion follow the first immediately. But after a short interval

the strong piece of copy may be reinserted and is likely to prove as effective as it was the first time. After all is said and done, this gauging of the strength of a copy idea is very difficult. The Schoolmaster has seen a large mail-order concern try out ideas that proved to be two to three times as strong as other ideas that seemed to be good ones; and these extra good pieces of copy, after having a rest, were reinserted and brought practically as good results as when first used. In cases where the advertisement is very small and gets the attention of only a few people anyhow a good piece of copy may be run for some time without change and continue to produce excellent results.

\* \* \*

"Efficiency copy" must be believable. The ad showing the over-sympathetic stenographer telling the visitor how the "poor fellow"—her employer—has gone home with his nerves all out of order, and pointing out the moral of taking a certain widely exploited remedy is far-fetched—so much so as to bring the doubting smile. Be careful, Miss Stenographer.

\* \* \*

The head of the business section of a university invited an advertising man to come over and talk to the students on big-store advertising. "Shall I talk on theory or on every-day practice?" asked the advertising man.

The Schoolmaster has little patience with this separation of theory and practice. Theory is defined as a rule or principle that experience has shown to be true, and in the judgment of the Schoolmaster the most helpful kind of business talk is that kind which deals with theories or principles, and then supports them with examples from practice. One of the best books on





and he went to work to get facts. He kept some one watching that location for a given number of hours, day and night, and got a fair idea of how many automobilists would pass the sign per month, and then he was in a position to make comparisons with other mediums. But, of course, as he suggested, it is impossible to compare, on the same basis, an advertisement that gives little more than name publicity with one that affords opportunity for full details of the product. But investigation as far as you can carry it eliminates some of the waste.

A solicitor was endeavoring to sell signs that were to be placed in barber shops on the mirrors right in front of the man in the chair. The rate asked was fifteen dollars a year for each sign, and the solicitor thought it was cheap. "Let's see," said the advertiser, "how many men on an average get in those chairs a day?" The solicitor wasn't sure but thought the number would be twenty-five anyhow. "Twenty-five multiplied by three hundred and twelve gives us 7,800. That's about \$2 for a thousand readers or chances, and entirely too much unless I were advertising something that I had a particularly fine chance to impress on a man while he was in a barber's chair."

If all advertisers figured in like manner, a great deal of waste would be eliminated.

Did you ever stop to look at these collections of framed cards hung around in such places as barber shops, often gotten up by unions and other organizations, and try to figure out what they are worth? It would not be right to say that these attempts at advertising are absolutely without value, but the trouble is that the rate asked is usually much out of proportion to the advertising value. Who, for example, stops to read the cards around the toothpick and match-stand on a hotel counter? Truly some costly things are done in the name of advertising.

"Yes, indeed, we believe most thoroughly in agency service," says a big mail-order advertiser, "but we depend on our agency mainly for copy to produce the original inquiry. For circulars, for sales correspondence, for the working out of little schemes, we feel we must have capable men in the office who see the daily correspondence."

"We do not do any kind of circularizing, in the sense which the writer understands the word. We have distributed in the past a great deal of small advertising matter through the grocer, and in some cases have furnished the merchant with form letters on certain varieties, which he signs and sends out to his trade, in connection with his stock thereof."

*They Set the Pace in Pittsburgh*

### THE POST (Every Morning and Sunday)

A 2-cent Newspaper that the real home folks of Pittsburgh and Western Pennsylvania read. Gained 129,338 agate lines paid advertising since January 1.

### THE SUN (Every Evening. One Cent)

Covers the afternoon field where others cannot reach, combining quality with quantity. Gained 259,043 agate lines since January 1.

SPECIAL COMBINATION RATE  
Emil M. Scholz, General Manager.

**CONE, LORENZEN & WOODMAN**

Special Representatives,  
New York Ch'cago

## Lincoln Freie Presse

GERMAN WEEKLY  
LINCOLN, NEB.

Takes the place of 280 County weeklies at 1-10 the cost. Great saving in bookkeeping, postage and electros. Rate, 35 cents.

Actual average circulation 128,384

### REAL Advertising Composition

Practical printer, specialist on ad. composition. Can handle ad. composition for agency or publisher. Controls small printing plant fitted for this purpose. Low rates and efficient service. Would accept contract to do the work of one firm exclusively or do piece work. Try me on one ad.

**D. MacKENZIE, 847 6th Ave., New York**

# Classified Advertisements

## ADDRESSING MACHINES

**THE WALLACE STENCIL ADDRESSING MACHINE** is used by the largest publishers throughout the country and is the only one cleansing the stencil immediately after the imprint is made. We also call attention to our new flat platen typewriter. We manufacture stencils to fit all makes of stencil addressing machines. Addressing done at low rates. Write for prices and circulars before ordering elsewhere. **WALLACE & CO., 29 Murray St., New York City.**

## ADVERTISING AGENTS

**ALBERT FRANK & CO., 26 Beaver St., N. Y.** General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

## In Cuba and the West Indies

**THE Beers Advertising Agency**  
is the one to consult

**THEY ARE ON THE SPOT**  
YOU know what that means!

**37 Cuba Street, Altos (Upstairs) Havana, Cuba**  
**CHAS. H. FULLER Co., Chicago, Ill., Corr.**

## ADVERTISING AGENCIES

**SEND TO STANLEY DAY AGENCY** (established 25 years), Plainfield, N. J., for advertising rates on any papers desired. Summer rates now in effect. Estimates cheerfully given.

## The Present Day Idea

of consolidating business interests to effect greater co-operative results applies to advertising agents and agencies as well as to oil, railroads or tobacco. Ours is a live advertising agency located in New York City. We want to grow faster. We don't need your money but we want more business. If you have the business why not consider consolidating? Write for confidential interview. Address Box R. K. L., care of Printers' Ink.

## ADVERTISING MEDIA

**THE BLACK DIAMOND** Chicago-New York-Pittsburg, for over 25 years the coal trades' leading journal. Write for rates.

**THE TEXTILE MANUFACTURER**, Charlotte, N. C., covers the South thoroughly, and reaches the buyers of machinery and supplies.

**THE** circulation of the *New York World*, morning edition, exceeds that of any other morning newspaper in America by more than 160,000 copies per day.

## ADVERTISING NOVELTIES

**BREWERY AD MEN** say our Pulveroid Signs are the handsomest and best for their business. Write for **FREE SAMPLES** and designs for your brewery. **BASTIAN BROS. CO., Rochester, N. Y.**

## BUSINESS OPPORTUNITIES

**CIRCULARS, CATALOGUES, BOOKLETS**, etc., invariably costing enough to be "cheap." **FRANCIS I. MAULE, 401 Sansom Street, Philadelphia, Pa.**

## FOR SALE

**DICTAPHONES** for sale, two dictating and two transcribing, alternating current, 110 to 120 volts, good as new, slightly used, guaranteed. Must be sold in pairs. Great bargains. **JAMES SLOCUM, 612 Ford Building, Detroit.**

## HELP WANTED

**ADVERTISING MANAGER**—Man or woman, in large retail house, not department or dry goods. Very desirable position. Applicants must give full particulars, experience and qualifications. **P. O. Box 1167, Philadelphia, Pa.**

**WANTED**—High class advertising man. Strong, convincing writer. Near Philadelphia. "S," care of Printers' Ink.

**OFFICE** and Sales Manager for a Class Journal publishing and job printing house, Toronto. Man with capacity to handle all kinds of details quickly and ability to develop business. Good future for right man. State experience and salary wanted. **Box 7, care of Printers' Ink.**

**ADVERTISING** Writer and Salesman to promote business for growing Advertising Agency and Job Printing plant. Must be able to design and write high class advertising of all kinds. Give particulars of present connection and salary requirements. **Box 194, care of Printers' Ink.**

**I NEED** several men to place and sell my service. The ideal man would combine an experience in merchandising and selling with advertising. Both would be useful but I prefer the practical salesman to the theoretical advertising man. The positions are big enough for men who have graduated from salesmen into salesmanagers and executives. If you believe you can present a high class advertising and selling proposition to big men, apply, giving full business experience. Everything will be treated confidentially. **CHARLES W. HOYT, 315 Fourth Ave., New York City.**

## MAILING LISTS

**L**IST OF 1,000 GENERAL ADVERTISERS FOR SALE. \$10. Select, recent, accurate. Address "SIGMA," care of Printers' Ink.

**P**ACIFIC COAST, Addressing, Multigraphing, Printing, Mailing, Guaranteed Service. Largest and only skilled organization on Coast. Write for catalog. **Rodgers Addressing Bureau**, 35 Montgomery St., San Francisco, Cal.

**G**UARANTEED LIST of 30,000 1912 Automobile Owners in Ohio. Complete list \$50.00. Unquestionably the most Productive mailing list ever compiled for the Sales Manager. Other lists. **THE SUPERIOR MULTIGRAPHING CO.**, 424 Caxton Building, Cleveland, Ohio.

## MISCELLANEOUS

## Imposing Stone Wanted

Size 36x60. Nothing smaller considered. Must be in first class condition. State full particulars and lowest cash price in first letter. **HENRY FIELD SEED CO.**, Shenandoah, Iowa.

## POSITIONS WANTED

**P**RINTING MANAGER (38), open for shop, publication or agency connection; experienced buyer of paper, printing, engravings, etc.; eastern location preferred; \$40 per week. Address "H. J. A., care of Printers' Ink.

**A**DVERTISING MAN, now employed at \$2,500 per year, wishes to locate in the East. Have always made good. Expert on sales letters, display ads and house organs. Address "RESULTS," care of Printers' Ink.

**A**DVERTISING MAN, experienced in retail, wholesale and mail-order, desires connection with good house. Work is characterized by originality, forcefulness and versatility. Salary \$2,600. References. P. O. Box 88, Cincinnati, O.

**A**MBITIOUS man of 24 wants advertising position; four years' experience; writes effective follow-up letters and newspaper advertisements; wants opportunity to advance rather than high salary. "J. A. W.," Printers' Ink.

**A**DVERTISEMENT and publicity writer now with large concern doing national advertising would consider change. Thorough sales and advertising experience; specializing in sales letters. Address "C-14," care Printers' Ink.

**L**IVE publicity and advertisement writer now employed with big advertiser wants to help boom a good town. Chambers of Commerce and Boards of Trade write quick! Address "M-12," care Printers' Ink.

**E**MBRYO AD WRITER, pupil of Powell, desires to gain practical experience under first-class advertising man who is hard to suit. "Printer by trade." "Ask Powell." D. S. BROWN, care of J. L. Taylor & Co., 319 W. Van Buren St., Chicago.

**Seasoned Advertising Manager** seeks position. 15 years' experience. My "Interview in Type" tells full details of ability, salary wanted, age, references, etc. Send for it—read something unique. "MERCHANDISER," 606 Montgomery Building, Milwaukee, Wis.

**Y**OUNG MAN, 15 years' business experience embracing knowledge of office routine and successful selling record, wishes to break into advertising business. Highest references. Anxious for opportunity to make good with prospects of advancement. Box "O. G.," care Printers' Ink.

**A** MAN, not yet thirty, wants to join agency as copy and plan man; or manufacturer as advertising manager. His experience justifies either appointment. Would make an investment within stated time if conditions were mutually satisfactory. Write "ALPHA-OMEGA," care of Printers' Ink.

**Y**OUNG MAN (22) with initiative, selling and executive ability wants position with a future. Not looking for "just a job" but an opportunity where these three vital assets will assure success. Three and one half years' experience as assistant to advertising and sales manager. Good correspondent and stenographer. Address H. E. B., Box "O. R.," care Printers' Ink.

## WANTS A START

Is there room in your advertising department for a man who knows considerable about advertising and who wants to get the practical experience? Has had responsible positions and made good. Has paper, printing and selling experience. Can write good copy. Is alert, progressive and a hard worker. Salary is a secondary consideration. Box 624 Printers' Ink.

## SALES MANAGER

## Wants Permanent Connections

I have the resourcefulness and eighteen years' experience as sales and advertising manager and advertising agency work to back me. *I know how to market goods.* Am well connected at present but want a broader field. Will consider future arrangements with a live manufacturer with product of unlimited sales possibilities who appreciates untiring efforts in sales promotion and organization work and who is willing that my efforts should work me into the business. My references are previous connections. Address N. C., care of Printers' Ink.

## Business Organizer

## Factory or Sales Manager, Efficiency Investigator

American (40), technical graduate, six, four and nine years' service three leading concerns; executive positions requiring business and organizing capacity, combined with mechanical and chemical knowledge; twice sent Europe; three years there, organizing manufacturing and distributing business; again six months studying efficiency details important industry; capable handling all details, from developing products, erecting buildings and organizing manufacturing work to advertising and selling goods, salary increases proving success; desires connection developing new or organizing existing business or temporarily make efficiency or technical examinations. Address PROOFS, care Printers' Ink.

## PUBLISHING BUSINESS OPPORTUNITIES

SEE HARRIS-DIBBLE CO. for PUBLISHING BUSINESS OPPORTUNITIES. Phone 4383 Gramercy, 46 W. 24th St., New York.

# ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company who will pay \$100 to the first person who successfully controverts its accuracy.

## ALABAMA

**Birmingham, Ledger**, dy. Average for 1911, 26,377. Best advertising medium in Alabama.

**Montgomery, Advertiser**, net av. year 1911, Dy. 17,549; Sun., 22,238. Guarantees daily 3 times, and Sun. 4 times the net paid circulation of any other Montgomery newspaper.

## CONNECTICUT

**Meriden, Journal**, evening. Actual average for 1910, 7,801; 1911, 7,892.

**New Haven, Evening Register**, daily. Aver. for 1911 (sworn) 19,184 daily, 2c.; Sunday, 15,108, 5c.

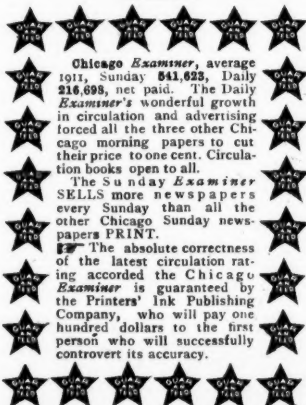
**Norwalk, Evening Hour**. Average circulation 1911, 3,846. Carries half page of wants.

**Waterbury, Republican**. Examined by A. A. A. regularly. 1911, 7,510; Sunday, 7,559.

## DISTRICT OF COLUMBIA

**Washington, Evening Star**, daily and Sunday. Daily average 1911, 87,797 (©©). Carrier delivery.

## ILLINOIS



**Chicago Examiner**, average 1911, Sunday 541,625, Daily 216,698, net paid. The Daily Examiner's wonderful growth in circulation and advertising forced all the three other Chicago morning papers to cut their price to one cent. Circulation books open to all.

The Sunday Examiner SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The absolute correctness of the latest circulation rating accorded the Chicago Examiner is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

**Champaign, News**. Leading paper in field. (Champaign-Urbana.) Average year 1911, 5,327.

**Joliet, Herald**, evening and Sunday morning. Aver. year ending Dec. 31, 1911, 9,114.

**Peoria, Evening Star**. Circulation for 1911, 21,140.

## INDIANA

**South Bend, Tribune**. Sworn average Feb., 1912, 13,142. Best in Northern Indiana.

## IOWA

**Burlington, Hawk-Eye**. Average 1911, daily, 9,426; Sunday, 10,361. "All paid in advance."

**Des Moines, Register & Leader**. (av. '11), 35,363. **Evening Tribune**, 20,316 (same ownership). Combined circulation 55,579—35% larger than any other Iowa paper. Supreme in want ad held

**Washington, Eve. Journal**. Only daily in county. 1,956 subscribers. All good people.

**Waterloo, Evening Courier**, 53rd year; Av. dy. year 1911, 8,139. Waterloo pop., 27,000.

## KENTUCKY

**Louisville, Courier-Journal**. Average 1911, daily and Sunday, 28,911.

**Louisville, The Times**, evening daily, average for 1911 net paid 47,956.

## MAINE

**Augusta, Kennebec Journal**, daily average 1911, 9,872. Largest and best cir. in Cent. Me.

**Bangor, Commercial**. Average for 1911, daily 10,444.

**Portland, Evening Express**. Average for 1911, daily 17,626. Sunday Telegram, 13,018.

## MARYLAND

**Baltimore, News**, daily. News Publishing Company. Average 1911, 79,626. For April, 1912, 89,083.

The absolute correctness of the latest circulation rating accorded the News is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.

## MASSACHUSETTS

**Boston, Evening Transcript** (©©). Boston's tea table paper. Largest amount of week day ad.

**Boston, Daily Post**. Greatest March of the Boston Post. Circulation averages: Daily Post, 371,871, gain of 39,393 copies per day over March, 1911. Sunday Post, 325,403, gain of 23,023 copies per Sunday over March, 1911.

**Lawrence, Telegram**, evening, 1911 av. 5,405. Best paper and largest circulation in its field.

**Lynn, Evening Item**. Daily sworn av. 1909, 16,539; 1910, 16,562; 1911, 16,987. Two cents. Lynn's family paper. Covers field thoroughly.

**Salem, Evening News**. Actual daily average for 1911, 18,871.

**Worcester, Gazette**, evening. Av. Jan. to Dec., '11, 19,031. The "Home" paper. Larg's ev'g circ.

**Boston, Herald**. guaranteed daily circulation 110,714 (average for whole year ending April 30, 1912). The newspaper of the home owners of New England.

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**Boston, Globe.** Average circulation. Daily (2 cents a copy) 1911, 184,614—Dec. av., 187,178. Sunday 1911, 325,147—Dec. av., 324,476. Advertising totals: 1911, 8,376,061 lines. Gain, 1911, 447,963 lines

2,227,621 lines more than any other Boston paper published. Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1911, to December 31, 1911.



## MICHIGAN

**Detroit, Michigan Farmer.** Michigan's only farm weekly. Guaranteed circulation 80,000.

**Jackson, Patriot, Aver.** year, 1911, daily 10,368; Sunday, 11,213. Greatest circulation.

## MINNESOTA

**Minneapolis, Farmers' Tribune,** twice-a-week. W. J. Murphy, publisher. Aver. for year ending December 31, 1911, 21,387.

**Minneapolis, Farm, Stock and Home,** semi-monthly. Actual average for year ending Dec. 31, 1911, 103,728.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

**Minneapolis, Journal.** Every evening and Sunday (©). In 1911 average daily circulation, evening, 78,119. In 1911 average Sunday circulation, 82,203. Daily average circulation for April, 1912, evening only, 82,829. Average Sunday circulation for April, 1912, 85,142.

**CIRCULATION Minneapolis, Tribune,** W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average circulation of daily *Tribune* for year ended Dec. 31, 1911, 98,588. Average circulation of Sunday *Tribune* for same period, 117,904. Average net paid circulation for 1911, daily *Tribune*, 92,094; Sunday *Tribune*, 109,513.



by Printers' Ink Publishing Company

## MISSOURI

**St. Louis, National Farmer and Stock Grower,** Mo. Actual average for 1911, 123,329.

## NEW JERSEY

**Camden, Daily Courier,** covers Southern New Jersey. 10,360 daily average 1st 4 mos. 1912

**Camden, Post-Telegram.** 10,415 daily average 1911. Camden's oldest daily.

**Newark, Evening News.** Largest circulation of any newspaper in New Jersey.

**Trenton, Evening Times.** 1c—'07, 20,370; '08, 21,326; 2c—'09, 19,062; '10, 19,238; '11, 20,116.

## NEW YORK

**Albany, Evening Journal.** Daily average for 1911, 18,361. It's the leading paper.

**The Brooklyn Standard Union,** Printers' Ink says, "now has the largest circulation in Brooklyn". Daily average for 1911, 61,119.

**Buffalo, Courier,** morn. Ave., 1911, Sunday, 97,764; daily, 60,268; *Enquirer*, evening, 33,891.

**Buffalo, Evening News.** Daily average 1911, 94,724.

**Gloversville and Johnstown, N. Y. The Morning Herald.** Daily average for 1911, 8,237.

## NEW YORK CITY

**The Globe** Largest high-class evening circulation. Counts only cash sales. Net cash daily average, Sept. 1, 1911, to Jan. 1, 1912, 130,670. A. A. A. and N. W. Ayer & Son certificates.

**Schenectady, Gazette,** daily. A. N. Lietcy. Actual Average for 1911, 20,817. Benjamin & Kentnor, 225 Fifth Ave., New York; Boyce Building, Chicago.

**Troy, Record.** Av. circulation 1911, (A. M., 8,323; P. M., 18,735) 24,057. Only paper in city which has permitted A. A. A. examination, and made public thereport

**Utica, National Electrical Contractor,** mo. Average for 1911, 2,635.

## OHIO

**Cleveland, Plain Dealer.** Est. 1841. Actual average for 1911: Daily, 95,129; Sunday, 125,191. For March, 1912, 99,244 daily; Sunday, 131,012. **Youngstown, Vindicator.** D'y av., '11, 16,422. LaCoste & Maxwell, N. Y. & Chicago.

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## PENNSYLVANIA



Erie, *Times*, daily. 21,657 average, April, 1912. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N.Y.



Philadelphia. The *Press* (©©) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for Jan., 1912, 85,563; the Sunday *Press*, 174,272.

Washington. *Reporter and Observer*, circulation average 1911, 12,823.



West Chester. *Local News*, daily, W. H. Hodgson. Aver. for 1911, 15,849. In its 40th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Wilkes-Barre, *Times-Leader*, evening, 18,401 net, sworn. A. A. A. examination.

York, *Dispatch and Daily*. Average for 1911, 18,837. (A. A. A. certificate.)

## RHODE ISLAND

Pawtucket *Evening Times*. Average circulation for 1911, 20,297—sworn.



Providence, *Daily Journal*. Average for 1911, 23,087 (©©). Sunday, 32,588 (©©). *Evening Bulletin*, 50,456 average 1911.

Westerly, *Daily Sun*, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1911, 5,445.

## VERMONT

Barre, *Times*, daily. Only paper in city. Av. 1911, 5,754. Examined by A. A. A.

Burlington, *Free Press*. Examined by A. A. A. 8,958 net. Largest city and state.

## VIRGINIA

Danville, *The Bee* (eve.). Aver. April, 1912, 5,588. *The Register* (morn.), av. April, '12, 3,216.

## WASHINGTON

Tacoma, *Ledger*. Average year 1911, daily, 19,001 Sunday, 27,388.  
Tacoma, *News*. Average for year 1911, 19,210.

## WISCONSIN

Fond Du Lac, *Daily Commonwealth*. Average year 1911, 3,971. Established over 40 years ago.  
Janesville, *Gazette*. Daily average, April, 1912, daily 6,010; semi-weekly, 1,688.  
Madison, *State Journal*, daily. Actual average circulation for year 1911, 7,917.



Milwaukee, *The Evening Wisconsin*, daily. Average daily circulation for year 1911, 44,766, an increase of over 3,000 daily average over 1910. *The Evening Wisconsin's* circulation is a home circulation that courts, and without question enters more actual homes than any other Milwaukee paper. Every leading local business house uses "full copy." Every leading foreign advertiser uses Milwaukee's popular home paper. Minimum rate 5 cents per line. Chas H Eddy, Foreign Rep., 5024 Metropolitan Bldg., New York. Eddy & Virtue, 1054 Peoples' Gas Bldg., Chicago.



Milwaukee, *The Milwaukee Journal* (eve.). Daily Av. circ. for 12 mos. 1911, 65,446. City circulation larger than the total circulation of any other Milwaukee daily. The *Journal* leads all Milwaukee papers in amount of advertising carried. Advertising rate 7c. per line flat. C. D. Bertolet, Mgr. Foreign, Boyce Bldg., Chicago; J. F. Antisdal, 366 Fifth Ave., N. Y. City.  
Racine (Wis.) *Journal-News*. *Journal* purchased *News* Jan. 8, 1912. Combined March average now 7,315.

## MANITOBA, CAN.

Winnipeg, *Free Press*, daily and weekly. Average for 1911, daily, 54,419; daily March, 1912, 55,808; weekly 1911, 27,540; March, 1912, 27,509.  
Winnipeg, *Der Nordwestern*. Canada's National German weekly. Av. 1911, 23,025. Rates 56c. in.

## ONTARIO, CAN.

Fort William, farthest West city in Ontario. *Times Journal*, daily average, 1911, 3,628.

## QUEBEC, CAN.

Montreal, *La Presse*. Daily average for year 1911, 104,197. Largest in Canada.  
Montreal, *La Patrie*. Ave. year 1911, 66,992 daily; 55,897 weekly. Highest quality circulation



# The Want-Ad Mediums

This list is intended to contain the names of those publications most highly valued by advertisers as Classified Mediums. A large volume of want business is a popular vote for the newspaper in which it appears.

## CONNECTICUT

**NEW HAVEN Register.** Leading want ad medium of State. Rate 1c. a word.

## DISTRICT OF COLUMBIA

**THE Evening and Sunday Star,** Washington, D. C. (◎◎), carries double the number of Paid Want Ads of any other paper. 1c. a word.

## ILLINOIS

"NEARLY everybody who reads the English language in, around or about Chicago, reads the *Daily News*," says the *Post-office Review*, and that's why the *Daily News* is Chicago's "want ad" directory.

**THE Chicago Examiner** with its 541,623 Sunday circulation and 216,698 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

## MAINE

**THE Evening Express and Sunday Telegram** carry more Want Ads than all other Portland papers combined.

## MARYLAND

**THE Baltimore News** carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

## MASSACHUSETTS

**THE Boston Evening Transcript** is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns.



**THE Boston Globe,** daily and Sunday, for the year 1911 printed a total of 498,000 paid want ads; a gain of 18,723 over 1910, and 340,556 more than were printed by any other Boston newspaper.



## MINNESOTA

**THE Minneapolis Tribune** is the recognized Want Ad Medium of Minneapolis.

## CIRCULATION



**THE Minneapolis Tribune** is the Leading want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper, either Minneapolis or St. Paul. Classified wants printed in Dec., '11, amounted to 183,557 lines. The number of individual advertisements published was 26,573. **Ink Pub. Co.** Rates: 1 cent a word, cash with the order;—or 10 cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.



**THE Minneapolis Journal,** carry Evening and Sunday, carries more advertising every month than any other newspaper in the Twin Cities. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Cash order one cent a word, minimum, 20 cents.



## MISSOURI

**THE Joplin Globe** carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

## NEW YORK

**THE Albany Evening Journal,** Eastern N.Y.'s best paper for Wants and Classified Ads.

**THE Buffalo Evening News** is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

## OHIO

**THE Youngstown Vindicator**—Leading Want Medium. 1c. per word. Largest circulation.

## PENNSYLVANIA

**THE Chester, Pa., Times** carries from two to five times more Classified Ads than any other paper. Greatest circulation.

## UTAH

**THE Salt Lake Tribune**—Get results—Want Ad Medium for Utah, Idaho and Nevada.



# Gold Mark Papers

"Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation."

## ALABAMA

*The Mobile Register* (☉☉). Established 1821. Richest section in the prosperous South.

## DISTRICT OF COLUMBIA

*The Evening and Sunday Star*. Daily average, 11, 67, 613. (☉☉.) Delivered to nearly every home.

## ILLINOIS

*Bakers' Helper* (☉☉), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.  
*The Inland Printer*, Chicago (☉☉). Actual average circulation for 1910-11, 17,104.

## KENTUCKY

*Louisville Courier-Journal* (☉☉). Best paper in city; read by best people.

## MASSACHUSETTS

Boston, *American Wool and Cotton Reporter*. Recognized organ of the cotton and woolen industries of America (☉☉).

Boston *Evening Transcript* (☉☉), established 1830. The only gold mark daily in Boston.  
Worcester *L'Opinion Publique* (☉☉). Only French paper among 75,000 French population.

## MINNESOTA

The Minneapolis *Eagle* (☉☉). Only Gold Mark Paper in Minneapolis. Carries more advertising than any paper in the Northwest.

## NEW YORK

Brooklyn *Eagle* (☉☉) is THE advertising medium of Brooklyn.

*Century Magazine* (☉☉). There are a few people in every community who know more than all the others. These people read the *Century Magazine*.

*Dry Goods Economist* (☉☉), the recognized authority of the Dry Goods and Department Store trade.

*Electric Railway Journal* (☉☉). Covers thoroughly the electric railway interests of the world. MCGRAW PUBLISHING CO.

*Electrical World* (☉☉) established 1874. The leading electrical journal of the world. Average circulation over 18,900 weekly. MCGRAW PUBLISHING CO.

*Engineering News* (☉☉). Established 1874. The leading civil engineering paper in the world. Av. circulation over 19,000 weekly.

*Engineering Record* (☉☉). The most progressive civil engineering journal in the world. Circulation quadrupled in 9 years, now 18,000 and over weekly. MCGRAW PUBLISHING CO.

*Hardware Dealers' Magazine* (☉☉). The Open Door to the Hardware Dealers of the World. Specimen copy upon request. Subscription Agents Wanted. 283 Broadway, New York City.

New York *Herald* (☉☉). Whoever mentions America's leading newspapers mentions the New York *Herald* first.

*The Evening Post* (☉☉). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting *The Evening Post*." —Printers' Ink.

*Scientific American* (☉☉) has the largest circulation of any technical paper in the world.

The New York *Times* (☉☉) has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

New York *Tribune* (☉☉), daily and Sunday. Daily, now one cent—the best for the least.

## PENNSYLVANIA

The *Press* (☉☉) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. Jan., 1912, sworn net average, Daily, 85,563; Sunday, 174,272.

# THE PITTSBURG (☉☉) DISPATCH (☉☉)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

## RHODE ISLAND

Providence *Journal* (☉☉), only morning paper among 600,000 people.

## TENNESSEE.

The Memphis *Commercial-Appeal* (☉☉) is the only paper in the state of Tennessee to have received the Gold Mark Award. It is also one of twelve dailies in the entire United States having taken the N. W. Ayer & Son audit of circulation (1910). The *Commercial-Appeal* passes both quality and quantity tests. Daily, over 82,000; Sunday, over 80,000; weekly, over 93,000.

## WISCONSIN

The Milwaukee *Evening Wisconsin* (☉☉), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

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Ten reasons for *not* advertising in

# PRINTERS' INK

(Guaranteed unanswerable by PRINTERS' INK'S Advertising Department.)

- 1—"Our bank account is overdrawn."
- 2—"We do not believe in advertising."
- 3—"We have business enough."
- 4—"Our modesty is too great."
- 5—"We have no story to tell."
- 6—"Everybody knows all about us."
- 7—"We may not be in business a year from now."
- 8—"We cannot reasonably expect business from general advertisers or agencies."
- 9—"We do not believe in efficiency in advertising-getting."
- 10—"Our publication will not bear public comparison with others."

# JUST FOLKS

Our subscription agents tell us that the best selling feature of Home Life is the sermon we print each month. This is mighty good news, because it shows very clearly the kind of people we have on our list.

If we could put any five thousand of them in a big convention hall and have a little woman down in the corner start "Blest Be The Tie That Binds," the other four thousand nine hundred and ninety-nine would join in the hymn without hesitating as to words or air.

This is to say that our readers are God-fearing, right-living people of the best type of American womanhood. They are not faddists but home makers. They are working for the better things in life; training the future rulers of the republic and keeping a watchful eye on the present voters.

If you will recall the people you have seen going to church in a small town, you will have the picture—and on this we rest our case.

**Home Life** is edited to appeal to the whole family. Each issue contains something of interest to father, mother and children. They are just folks who know little about cabaret shows and care less. They read Home Life and answer its advertisements because of their confidence in us.

You can have the benefit of that and tell your story to our nine hundred thousand subscribers for \$4.00 per line.

## HOME LIFE

Arthur A. Hinkley, Advertising Mgr.

### CHICAGO

L. R. Wasson,  
Eastern Manager,  
200 Fifth Ave.,  
New York, N. Y.

F. W. Thurnau,  
Western Manager,  
141 W. Ohio St.,  
Chicago, Ill.